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FANTASY



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Wayne Gretzky And
Wife Janet Jones



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CANADA'S WEEKLY NEWSMAGAZINE APRIL 9, 1990 VOL 103 NO 16

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A chain between the Soviet sexes.

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COVER

THE RICHES OF SPORT

Propelled by television's voracious appetite for sports programming, the business of sport has become an \$88.5-billion-a-year industry in North America. Even athletes far less talented than The Great One—Wayne Gretzky—have become millionaires. As revenues and salaries continue to soar, critics argue that sport has been corrupted by rampant commercialism. —42

WORLD

BALTIC SHOWDOWN

Tensions escalated between Moscow and the breakaway republic of Lithuania after Soviet troops stormed into a Vilnius hospital and arrested Lithuanian deserters from the Soviet army. As the crisis deepened, Western nations appealed for calm and warned against the use of Soviet military force. —34



CANADA

GREEN POLITICS

Environment Minister Lucien Bouchard delivered a "green plan," but it was not the long-awaited sweeping environmental policy. Instead, it proposed national consultations. Many environmentalists, who were expecting concrete proposals, declared that there has already been enough talking. —34



LETTERS

'REDNECK' RACISM

The worst thing about the campaign launched by Peter Knudsen and others in Western Canada ("Prairie backlash," *Comment*, March 13) is not their actions, but what I suspect to be a largely apathetic reaction. I cannot believe that the following, just as the Saskatchewan Juniper Master Green League is restricted to publicly chastise Knudsen and his supporters. It is up to members of minorities, politicians and community leaders to prevent racist material, whenever it is distributed. Please, do not perpetuate the stereotype of the Prairies as a region full of rednecks.

Bethany Sibley,
New York City

My family has been in Canada for several generations and I am very proud of it. While the government is heading over backwards to allow ethnic groups their right to maintain their cultural identity, it is ignoring the fact that my cultural identity is being destroyed. All people who look to traditional Canadian symbols, such as the RCMP uniforms, as part of their national heritage have the right to maintain that heritage as sacred. And yet, if we try to keep our national heritage, we are accused of being racist. I do not understand.

Betty J. Brown,
Willowdale, Ont.

I would like to ask Senator Bélanger how he can substantiate his claim that his poster of a turbaned RCMP officer is "not racist and it wasn't meant to be racist."

Merle Berger,
Kamloops

A THREAT, OR A DELUSION?

Yours March 23—refers to the comment ("A dangerous delusion," "Scan the Editor's Desk," *Comment*) that West Germany has been a significant participant in achieving the dramatic changes in Europe, while changing from an utterly discredited and truncated country to a "giant." The new Germany will become the status of a new Europe, and the world will be better for it.

Gerry F. Schola,
Long Beach, B.C.

Thank you for your wise and prescient editorial. All you hear about is uniformity, while the implications and the necessity for stringent self-guarantees hardly mentioned. The world does not have to follow the Germans down, but it is surely entitled to guarantees of goal achievement.

John McLean,
Trenton



Knudsen: "Slightly apathetic reaction"

more! The media seems to be shifting their focus from Russia-leading to Germany-leading. I have to ask who really is invoking old fears—the Germans, or the Western media?

Ralph Trousdale

Prince Rupert, B.C.

WARSAW PACT KEPT THE PEACE

Barbara Amiel has an obsession with the Soviet Union. ("The passing of Boris Yeltsin," *Comment*, March 23). Really, she should be more concerned about the developments in East and West Germany. In this case, we are back to square one. Are we so naive to believe that history cannot repeat itself? With the Warsaw Pact in place, we have had uninterrupted peace in Europe since 1945. What the future will hold is open to debate.

Robert Stremmel,
Mississauga, B.C.

A MATTER OF PERSPECTIVE

Can the National Gallery of Canada assure us taxpayers that the controversial painting *Notes on Five Stages of Strife*, Art, March 26 is not hanging upside down?

Marilyn Allen
Vancouver

PASSAGES

DIED: Celebrity fashion designer Roy Halston Frowick, 57, better known as Halston, who's clients included Jacqueline Kennedy Onassis and Luisa Mendez de Alvear, died recently in a San Francisco hospital where he'd been a leader in American design in the 1970s. Halston became equally famous during his time for his open New York City parties, frequented by Andy Warhol, Truman Capote and Elizabeth Taylor, among others. He opened his New York store in 1972, and his classic, understated designs became popular worldwide. By the end of the 1970s, he'd created a fashion empire that included 20 retail product lines from luggage to perfume.



ROY HALSTON FROWICK

pleased obligation to speed the appointment of a successor. The decision has become a divisive issue within the church.

DIED: British theatre director John Batten, 64, acclaimed as a leading stage director of heart failure, in a London hospital near his home. In 1980, he sparked a nationwide furor in Canada when he was appointed artistic director of the Stratford Festival—a posting that was overthrown in favor of Canadian John Hirsch.

DIED: Pioneer Canadian broadcaster Ralph Steigman, 75, a founder of the Broadcast Hall of Fame, in hospital in Barrie, Ont. Steigman, a native of Cornwall, N.Y., served on the board of governors of the Canadian Association of Broadcasters in the 1950s and 1960s.

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LETTERS

THE STATE OF FREE SPEECH*

Your Opening Note "Controversy on campus" (March 31), which refers to a decision by Upper Canada College organizers to cancel an invitation to me to address their World Affairs Conference, says more about the state of free speech in Canada than about the state of affairs in my country. Your's action is closer to the norm than the exception whenever a South African diplomat is invited to speak at a Canadian institution, despite the fact that neither the ambassador nor I have ever given an address that defended apartheid. It is particularly revealing that a member of Canada's Parliament, Stéphane Dion, should continue an address before its contents are known.

Geoffrey Peterman
First Secretary, Embassy of South Africa,
Ottawa

RAILWAY RELATIONS

Canadian Pacific chairman Wilson Stobbe wrote that the last Via train "was not allowed to pass at Crengellach, B.C., due to practical concerns for passenger and crew safety." ("Poring respect," Letters, Feb. 26.) Are CNR operations so close to trouble that a moment to loss a word might have been pertinent, or was it in adhering faithfully to its duties for public relations?

Ray Neiman,
Deerfield

AN INSPIRING CHOICE

Thank you for "A minister on the fast track" (Cover, March 31). As a student thinking about what I want to do with my life I admire Ken Campbell. His intelligence, talent and personal ideals have been an incentive to me, encouraging me to think that I can achieve anything I set my mind to and make a difference in this world!

Katherine Barr
Preston, Ont.

PERSONALISING CO-OPERATION

Quoth the Isabell Brewer and Ontario's Lloyd Kneller, who was a silver medalist at the world figure skating championships in Halifax ("Back-to-back gold," Sports, March 15), personally what Canadians can achieve when we build on our respective strengths. By working together, we can compete and be against the best in the world.

Bruce MacMillan,
West Hill, Ont.

Letters are edited and may be condensed. Subjects should be kept brief. Send to: Letters, Maclean's Magazine, 160 Elgin Street, Ottawa, Ontario, K2P 1A7.

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PAGING & TELEMESSAGING

LETTERS

SAD COMPARISONS

My lawyer, Joseph Frister, who took probably 27 seconds to initial released rights to *South See More* ("Taking sides on language," Canada, Feb. 15), gets equal coverage on the tourists page with the hero Nelson Mandala. It is especially sad because Mandala has spent 20 years in prison since his rights were curtailed.

Robert Macfarlane
South See More, Ont.

BRATS, BIMBOS AND LOVERS

At last, you made an attempt to confront the issue of female/lesbian relations ("The battle of the sexes," Special Report, March 5). Yet in the same issue, you quote Paul Newman as saying, "There's no room to run — I have stuck at home." ("Warmer lovers," People). By doing so, you reinforce the management idea of "woman as meat."

Dan Wright
Montreal

Compare your coverage of billionaires, brats and bimbos to two stories in your March Special ("Tramp warms"). The Sense, "Sex and intrigue," (Teleweek) with the meagre paragraph on Paul Newman and Joanne Woodward's marital stability. It suggests that Newman's considers values in this country to exist on precision and not on principles. In the future, let's give two pages to Newman/Woodward and a paragraph to Tramp's folly.

G. Douglas Peasey
Burliville

GUIDE FOR BUDGET CHAOS

For many Canadians, depressed as we were of the services of Doug Seal, the chief execissor surrounding this year's budget came from the chance it gave us to study the rhetoric of double-talk, Michael Wilson variety. In this kind of exercise, what is most important is what is not said. But to Peter C. Newman to the rescue ("The numbers game," Commentary, March 19). Thank you, from all of us who need a guide through the semantic red meadow, and sometimes in, Wilson's words, G. Eavis Sawhney, London, Ont.

'A POLITICAL CHESS GAME'

It is not a wonder that people are losing faith in our political system. As is evident in "The new 'bureaucracy'" (Canada, March 12), citizens are becoming jaded in a political chess game where the opponents challenge the effectiveness of their manipulators. It's tactics, rather

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OPENING NOTES

Alice Munro barks at a 'compliment,' U.S. Republicans court Tom Clancy, and Sinclair Stevens makes his peace with the press

MISPLACED PRAISE

The *New York Times Book Review* chose her collection of short stories, *The Progress of Love*, as one of the seven best works of fiction of 1986. And in an apparent extension of that American enthusiasm for the work of Concord's Alice Munro, U.S. publisher Random House, Inc., has now killed the Canadian author as "one of America's leading writers of short fiction." Random House did so on the jacket of an omnibus of two of Munro's recently released short-story collections, *Friend of My Youth*, Random House spokesman Leslie Nadel said. Munro's hub that the mistake was "inadvertently," adding that Munro "is described that very because she is highly regarded around the world." But her Canadian publisher was unmoved. Said Douglas Gibson, publisher of Toronto-based McClelland & Stewart: "I regard it as an infuriating compliment." Munro, meanwhile, was even less impressed in her appraisal of the Random House error. Said Munro, who lives in Clinton, Ont.: "It was stupid."

Munro: "Highly regarded around the world"



PHOTOGRAPH BY GUY LAWRENCE

Rating a network's priorities

Imagine if they tried to reach city's citizens who don't watch TV on April 1 at noon and 1 p.m. This was because TV executives decided only a few years before to move the show to a slot one hour earlier, during the prime-time, eight o'clock time slot reserved for the top 10 popular U.S. shows. And when America's *Friends of Home Values* City guide, *TV Guide*, last Saturday said all the best television was clearly an attempt to tail a more dependable time slot for which the other slots were less prepared by Sunday evening's pre-cards. The other network staffers, who requested anonymity and a more important position, just one week before the end of the TV



WJS hosts Jim Reed, Sylvia Sweeney and Bill Canning have a busy manuscript

season, was to draw a big audience of 8 p.m. to 10 p.m. And ratings, in which ratings are art, Tuning in television is a primal concern.

A MONETARY OVERSIGHT

A 1954 Canadian \$1,000 bill sold at auction last week in New York City for \$10,000. That price reflected the rarity of the bill, which was pulled from circulation after just six months when people noted what looked like an image of Satan's head—with horns and hooked nose—in the Queen's face. Although government officials insisted at the time that the unfortunate design glitch was almost indecipherable, their decision to remove the note quickly from circulation has created a coveted—and deceptively expensive—relic of the era.

Marriages on the move

The Manitoba government's plan to decentralize some of its services by moving 600 jobs out of Winnipeg seemed simple enough. But, as details of the program emerge, it has become clear that the plan could force at least 60 married couples to part company. One of those couples is Graham and Muriel Somers. He is an agriculturalist whose office is moving to Carman, 100 km south of Winnipeg; she is an administrator at a welfare office relocating to Carberry, 120 km to the west. Still, government officials say the orders are firm, leaving couples to choose between at least one separation—or a de-centralized marriage.



Muriel and Graham Somers: a move apart for a fictional counterpart



PHOTOGRAPH BY GUY LAWRENCE

A BATTLE OVER NICK NAMES

It was the kind of publicity that Canadian actor Nick Mancuso didn't want. But he could do without. Early in 1985, Mancuso noticed that the lead character in the TV series *Murchock '85* was also named Nick Mancuso. The actor got in touch with the show's Los Angeles producers and told them that he would appreciate a name change for his fictional counterpart, who is played by an American actor, Robert Loggia. Last January, almost one year after Mancuso's initial complaint, the producers agreed to meet him

partway—they told him they were changing the first name of their fictional character to Nick. But the real Mancuso was still not satisfied. The problem was that his own real name, which he modified when he became an actor, is actually Nick. Now, the chances for yet another name change appear to be slim at best. Declared the series' spokesman, Robert Mayes, with evident frustration: "You rarely hear the character's first name anyway." Name-dropping can be a sensitive position.

Hunting their man

The recent release of the film version of author Tom Clancy's Cold War thriller, *The Hunt for Red October*,



Clancy: impressive

has clearly impressed a key U.S. Republican. Soon after the film's debut, Edward Belloc, chief spokesman for the Republican congressional committee, asked Clancy to run for Congress next November. Clancy said that he would consider the offer when he finishes a promotional tour for Red October later this month—leaving Republicans to mull between the lines.



Stalk the presses

He concealed the standards of journalism and incited the press to "attack" him during his much-publicized 1987 trial, in which he was found guilty of 14 counts of treason charges. But now former Conservative cabinet minister Sinclair Stevens, who was a reporter at *The Toronto Star* in the 1950s, has himself recouped in the world of journalism. This week marks the first anniversary of his own newspaper, *The Plain Dealer*, a monthly tabloid that distributed free of charge to about 30,000 selected homes in and around Toronto. And late last week, Stevens announced that he had just sold the Canadian Express, a Whistler, Ont., twice-weekly tabloid with a circulation of 30,000. Stevens said that the purchase would provide him with "an excellent base" for larger forays into the world of publishing—giving him a chance to stalk his own press.

Stevens owning two papers—so far

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ANOTHER VIEW



The season of self-delusion

BY CHARLES GORDON

Basball is back, but it's harder to love this year. Not that we won't try. While the romance of the game has been a bit overblown in all those thrill-of-the-grass movies and well-worn memoirs of childhood days, the game does bring comfort and hope to millions each year.

The hope comes each spring—or late winter, as we know it in Canada—when the teams head for Florida and Arizona to get ready for the season. The reporters go with them and send back messages of optimism, obviously a good omen for players, fans, families and business during the new baseball season. The fans of every team, though, could be the year. And it will be at least another couple of months before most of us find out that it isn't.

The concern comes from the game's family, with how little its rhythms and audiences change from year to year. In Florida, just after the longest ended and spring training finally begins, a Canadian reporter tracked down Eric Rasmussen, one of the original 1997 Blue Jays who, now, after 12 years as one of the most popular members of the team, is working out with the Atlanta Braves, to whom the Jays traded him. The Jays finished first in their division last year. The Braves finished last in theirs. Asked to comment on his new situation, Rasmussen said this:

"I really don't know too much about this club other than this year we've got a chance to surpass a lot of people if we all do our job."

Almost since the game was invented, players and managers have been saying things like that, probably believing it. Reporters have been writing it down and fans have been taking comfort in it, no matter how much evidence there is to the contrary.

The game has that kind of hold-on people. In the mind of a peasant race, they live deep and Wright, miss appointments, experience sudden moments of euphoria and depression. When the peasant race is over for another year, they

For fans of every baseball team, this could be the year. And it will be another couple of months before most of us find out that it isn't

assumptions of the game, investing it with mythical, and mythical, properties.

While people waited for the baseball season to start, they recited the lyrics of the pre-season's hottest success, *Field of Dreams*, based on the W. P. Kinsella novel *Shoeless Joe*. In *Field of Dreams*, no lowrider van builds a field where he would be growing corn. Dead baseball-leaguers come back to life in the field and play games every day and night. One of them is the legendary Shoeless Joe Jackson, played by an actor who hits right and throws left, patient of the other, insistently proper, wayward. The game has the kind of hold on people that such facts still in their minds.

Field of Dreams ends happily, with the farmer saved from the foreclosure of his farm. He is saved by the fact that thousands of people—*we see the headlights of the cars in the camera*—puff back for the closing shot—are going to come to the field and play 20 to 25 to 30 to 35 to 40 to 45 to 50 to 55 to 60 to 65 to 70 to 75 to 80 to 85 to 90 to 95 to 100 to 105 to 110 to 115 to 120 to 125 to 130 to 135 to 140 to 145 to 150 to 155 to 160 to 165 to 170 to 175 to 180 to 185 to 190 to 195 to 200 to 205 to 210 to 215 to 220 to 225 to 230 to 235 to 240 to 245 to 250 to 255 to 260 to 265 to 270 to 275 to 280 to 285 to 290 to 295 to 300 to 305 to 310 to 315 to 320 to 325 to 330 to 335 to 340 to 345 to 350 to 355 to 360 to 365 to 370 to 375 to 380 to 385 to 390 to 395 to 400 to 405 to 410 to 415 to 420 to 425 to 430 to 435 to 440 to 445 to 450 to 455 to 460 to 465 to 470 to 475 to 480 to 485 to 490 to 495 to 500 to 505 to 510 to 515 to 520 to 525 to 530 to 535 to 540 to 545 to 550 to 555 to 560 to 565 to 570 to 575 to 580 to 585 to 590 to 595 to 600 to 605 to 610 to 615 to 620 to 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GREEN POLITICS

BOUCHARD'S LONG-AWAITED STRATEGY ON THE ENVIRONMENT CALLS FOR INCREASED CONSULTATIONS

At the time, the appointment was widely viewed as a sign that Ottawa was ready to give top priority to environmental concerns. In fact, when Prime Minister Brian Mulroney appointed Lucien Bouchard to the sensitive environment portfolio in December, 1988, the then-45-year-old careerist, no environmental policies suddenly enjoyed influence that had been denied his predecessors in the portfolio. Mulroney's decision to make Bouchard—one of his closest friends and confidants—a member of the main senior cabinet, considered also signalled the Conservative government's intention to make environmental protection the pillar of its social policy during its second mandate. But Bouchard's tenure has been marked by bitter infighting with federal bureaucrats who have resisted his ambitious plan to craft a sweeping five-year national environmental plan. The internal battle forced Bouchard to postpone a planned spring unveiling of the policy until next fall. Then, last week, he brought forth in its place a discussion paper and announced that the government would hold public consultations across the country before finalizing the policy.

The discussion paper, titled *The Green Plan*, contains few concrete policy initiatives. For the most part, the 30-page document spills out, in ultra-pedantic form, the major questions facing governments as they try to deal with the challenges posed by environmental degradation. The paper's approach reflected the enormous difficulties Bouchard encountered in trying to reach a consensus on how to deal with threats to the environment. With specific policies in countering bureaucratic obstacles, Bouchard chose to pose questions rather than introduce recommendations that were certain



Industrial emissions: a fall deadline

to be controversial. But this approach frustrated many environmental activists who were clearly hoping for more substantive measures. "Of course, we will continue to consult the public," said Daniel Gross, co-president of the Montreal-based Society to Protect Pollution. "But we will just be giving the minister the same levels and vagueness that we have been getting for the last 10 years." The lack of specifics was "a tragic disappointment," said Michael Massel, executive director of Greenpeace Canada. "This is not action—it is another excuse for inaction. The idea of further consultation at this point is close to ridiculous."

Announcing the release of *The Green Plan* in Montreal, Bouchard acknowledged that Canadians are eager for government to show leadership. "I can see the growing impatience of people, because they want action," the minister said. But he also noted that public consultations are necessary to explore some unanswered questions, among them the willingness of Canadians to pay more for environmental protection. "I intend to know if people are ready to pay for the environment," said Bouchard. "And they need to pay more taxes."

At the same time, The Green Plan did, in fact, contain some concrete proposals, placing higher importance on environmental education and the creation of data banks. Ottawa also set a high priority on cleaning up British Columbia's Fraser River, proposed creating five new national parks by 1995 and suggested new national standards for drinking water.

Still, the plan contains many policy options under consideration. The paper did not offer an opinion on some of the most fundamental issues facing governments. For example, Canada's environmental ministers have agreed that Canadians should cut the amount of waste they generate in half by the year 2000. But *The Green Plan* took no position on whether the target should be met through higher regulations on packaging and recycling, or by a mix of higher prices and persuasion.

Bouchard did set a new frame for turning the proposals into law. He pledged that findings of the three-week long 35-city consultation tour will be used to complete environmental legislation by the fall. He said that he had secured guarantees from his cabinet and from cabinet ministers to fully follow these policies. Although he would not reveal the amounts of money allocated for the plan, some of the minister's associates told Maclean's that, in meetings with Finance Minister Michael Wilson in January, he secured prom-

ises of about \$5 billion for the five-year plan. But those promises did not satisfy many environmentalists, who said that Bouchard's strategy of leaving his initial briefs open to environmental consultations would prevent even environmentalists from being consulted.

As well, some provincial environmental ministers remained skeptical of Bouchard's ability to carry through on his

plans. Said Ontario Environment Minister James Bradley: "The real proof of how effective it is going to be is in the dollars and cents that are allocated to it, and the political will to carry out the tough decisions."

But Bouchard was not without supporters. Said Digby McLaren, president of the Ottawa-based Royal Society of Canada, a 108-year-old group of eminent scientists: "Bouchard brings goodwill to a giddy party, and he has my sympathy." And for his part, B.C. Environment Minister John Reynolds said that he welcomes the consultative process. "We need it," he insisted.

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At the same time, the environmentalists' concerns are valid, said Bouchard.

At the same time, The Green Plan did, in fact, contain some concrete proposals, placing higher importance on environmental education and the creation of data banks. Ottawa also set a high priority on cleaning up British Columbia's Fraser River, proposed creating five new national parks by 1995 and suggested new national standards for drinking water.

Still, the plan contains many policy options under consideration. The paper did not offer an opinion on some of the most fundamental issues facing governments. For example, Canada's environmental ministers have agreed that Canadians should cut the amount of waste they generate in half by the year 2000. But *The Green Plan* took no position on whether the target should be met through higher regulations on packaging and recycling, or by a mix of higher prices and persuasion.

Bouchard did set a new frame for turning

National Notes

A PLEA FOR HELP

During a one-day visit to Ottawa, Prime Minister Tedeso Massueviel asked for Canada's help in reducing his country's \$47-billion foreign debt—about \$3 billion of it owed to Canadian lenders. Massueviel's first non-Canadian leader in more than 10 years and the debt "seriously affects Poland's experiment of moving to a free-market economy."

LAND-CLAIM APPROVAL

The federal cabinet approved an agreement in principle on the largest native landclaim in Canada history. If finalized, the agreement will give the 17,000 Inuit of the central and eastern Arctic \$250 million in cash and ownership and surface rights to an area roughly the size of Newfoundland and Labrador.

A TAKING STALEMATE

Federal finance minister Robtton and his counterpart, Michel Wilson, that they would not join in a common-sense agreement to extend the federal Goods and Services Tax, aimed to take effect Jan. 1. As a result, in the next process with their own sales taxes—Alberta in the exception—there will be two separate systems in effect.

FARM AID

Federal Agriculture Minister Donald Macdonald said that Ottawa is ready to provide \$300 million in aid to debt-ridden Prairie farmers—if provincial governments contribute to a financial rescue plan. Macdonald added that he would discuss his plan with his provincial counterparts this week.

RIGHTS REPORT CARD

Human Rights Commissioner Maxwell Yalden said that Canada "cannot hold its head high" because of the way that the nation treats its aboriginal peoples. In his annual report, he called for a royal commission to examine native self-government. He also said that proposals to administer racism drag bills to federal transport and defense department employees should respect individual rights.

100 KNOWLEDGE

Alexander Hickman, chief justice of the Newfoundland Superior Court, told the Halifax Inquiry that he had no knowledge of a 1975 police investigation into sexual abuse at the Mount Cashel orphanage in St. John's. Hickman was Newfoundland's justice minister at the time. Earlier testimony had testified that Hickman's deputy, Vincent McCarthy, knew of the investigation.

they are." And senior environment officials acknowledged that The Green Plan does not elaborate these concerns. And one senior bureaucrat said: "Most people just want to know what the policy will mean for their specific industry. The Green Plan is about the same generic world of structures and decision-making."

Meanwhile, it was also clear that Bouchard had faced many obstacles in developing his plan. Last November he presented a 380-page draft of his proposals to cabinet—attempting to table a master policy this spring. But cabinet rejected Bouchard's plan, calling it too unrefined, and so the minister announced in February that the plan would not be introduced until the fall of 1990. Critics say that the surface illustrates that Bouchard does not wield sufficient power in cabinet. But some officials say that really was not the reason. "The minister's plan is a clear, orderly way to take him on," boasted, he said, a bureaucrat in another department. "Created obstacles while the environment department pursued a unique—some believe—program in developing its policy."

Environment department officials did not follow the customary practice of circulating draft copies of their policy proposals among senior bureaucrats from other key ministries. Instead, they convened group sessions with staff from other departments, who were shown images on a screen while an environment official outlined the policy goals. Some civil servants criticized the process as

counterproductive. Said one senior bureaucrat in another ministry: "The process was almost mysterious. All we got were submitted messages with oblique references to policy that might or might not mean something."

Some insiders say that, by undertaking a public consultation process, Bouchard is attempting to weaken resistance to his plan. Soif David Renault, an environmental analyst at

had won full cabinet support for the consultation process—and for following through with a comprehensive policy in the fall. "If Bouchard was not in harmony with his colleagues, what he is doing would be a very risky political move," said the official.

At the same time, environment department officials also claimed privately that their attempts to draft strict regulations for polluters were hampered by the absence of available technologies. Bouchard said last week that roughly half the funding in his five-year policy would be directed towards environmental science. Still, critics maintain that environmental technologies are already sufficiently developed to justify imposing tough regulations no at least some industries. Said Renault: "The technology to solve problems such as dirty pulp-and-paper emissions already exists."

Clearly, Bouchard has enough credibility to withstand the current attacks. And the Tories and the rest that they will continue to introduce a range of government environmental programs of industrial projects in Canada, in order to address the major outstanding issues. But with his revised program of a policy to help clean up Canada, Bouchard has again raised expectations. And as he acknowledged recently: "We are on the brink of giving answers. We must not fail."

BRUCE WALLACE with **PAUL QUINN** in Vancouver, **JANN HORNIG** in Calgary and **LISA VAN DOSEN** in Ottawa



Beached: Environment部长正在优先考虑清理海水

'THIS IS NOT AN ACTION PLAN'

Among Prime Minister Brian Mulroney's closest confidants and the Conservative political minister for Quebec, Environment Minister Lucien MacLean is an influential member of the government. Even so, it took him six months longer than his originally anticipated to deliver last week's "Green Plan"—which detractors described as vague and unsatisfactory. MacLean's Ottawa Correspondent Louisa Dicks spoke with MacLean about his plan shortly after he submitted it to Mulroney.

MacLean: Why is your place so short of concrete proposals for government action?

Bouchard: This is not an action plan, it is a consultation paper.

Of course, we already have most of the answers. But we didn't want to jump to any conclusions about what

everything we could do if we wanted to. But we needed to prioritize, and we needed to know how much money we had to spend. We have settled the money question.

MacLean: Were your original hopes for this strategy dashed, as officials in other departments have suggested, because you failed to consult with many of the ministers that would be affected?

Bouchard: You have to realize the scope of what we have undertaken. We are redefining the way things are done in the federal machine. It is not a machine that lends itself to redefinition. We did consult with all the ministers. But you can't consult everybody. Considering that, this document is a triumph.

MacLean: You presented a much longer proposal to cabinet in January. Was it the action of other colleagues who thought your proposals too radical?

Bouchard: The environmental committee produced a paper of about 300 pages—there were 80 recommendations. It was a catalogue of

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A widening gulf

Efforts to save the Meech accord falter

For the provinces of Canada's three Maritime provinces, the shadow of Quebec separation grew longer last week. During the course of 10 hours of a privately owned retreat at Strawberry Hill Mill, 12 km north of Caraquet, New Brunswick, Premier Frank McKenna of New Brunswick and Joseph Giguere of Nova Scotia and Joseph Gibbs of Prince Edward Island repeatedly urged Newfoundland's Clyde Wells to refuse his opposition to the March Lake constitutional accord. Instead, the Newfoundland leader returned to St. John's, where, on Tuesday, he opened legislative debate on a motion to withdraw his province's support for the accord. Left on their own, the Maritimers turned to a discussion of the consequences for their region if Quebec does separate or renews a sovereignty-association arrangement with Canada if the accord fails. Both are anxious that increasing numbers of Quebecers from, according to recent polls (page 83), The convention, Beckwith later told Maritimers, was a "rare but poignant attempt to 'consider all the options.'" Added Giguere: "I don't want to give the impression that

we are alarmed. But we are doing our homework."

As the pressers talked, the gulf between supporters and opponents of the March Lake accord appeared to widen even further at the face of the June 23 deadline for ratifying the constitutional amendment. With that, the Maritimers' anxiety mounted. In Ottawa, Prime Minister Brian Mulroney sought one more try for breaching the impasse by introducing in the Commons a proposed first part forward by New Brunswick's McKenna. The premier's reconvened debate for a committee resolution for a constitutional protection for minority language rights while leaving the original March Lake document intact. McKenna, one of the two holdout premiers, has offered to ready March Lake if enough provinces endorse his compromise resolution in time.



McKenna (left), Beckwith, Giguere and Wells contemplating a future without Quebec

But, in reading the premier's document, Mulroney insisted that the 1987 accord would have to be ratified by all 10 premiers before Ottawa would consider any other constitutional arrangement. With that, he offered no concessions to the demands of Newfoundland and Maritimers—which, like New Brunswick, has not yet ratified the accord—that March Lake itself must be demonstrably revised.

Meanwhile, in an escalating mood of defiance, both Quebec's governing Liberals and the opposition Parti Québécois introduced resolutions in the national assembly that would reject outright any attempt to alter—directly or indirectly—the package of constitutional amendments in the original March Lake agreement. Those actions immediately dispensed any hopes that McKenna's initiative could lead to a breakthrough. Said University of Toronto political scientist Peter Russell: "The chances of resolving this deadlock are about the same as the chance of the Blue Jays winning the World Series this year. It could happen—if we're lucky."

Still, the constitutional compromise piece put forward by McKenna was the best new card that Mulroney had to play in his eleventh-hour



DAVID WILSON

McKenna (left), Beckwith, Giguere and Wells contemplating a future without Quebec

attempt to save the March Lake constitutional agreement—despite his own cautious refusal to endorse the New Brunswick initiative. Mulroney announced the creation of a 15-member all-party committee—to be led, according to senior government officials, by Quebec Conservative MP and former minister of finance and

amateur sports Jean Charest—that will hold cross-country hearings on the compromise resolution and report back to Parliament by May 18. In a somber 20-minute address to the Commons, Mulroney reflected that Canada's unity has always been an act of nations/ will be challenged by climate, geography and isolation

Declared Mulroney: "This time, the danger comes from within—from disagreement on how to make the extraordinary land providence that has given us better. And it is worsened by a growing sense of selfishness that is alien to our national character and central to our national interests." He also urged Newfoundland's Wells and the minority Conservative government of Manitoba's Premier Gary Filmon to pass over their own amendments to the convention.

But neither Mulroney's rhetorical flights nor his aviation appeared to reconcile the divergent opinions that threaten to kill the accord. For his part, Wells declared to address Mulroney's committee as long as Quebec and Ottawa insist that no changes can be made to the original accord. Said Wells: "I'm not going to participate in a show."

At the same time, Mulroney's willingness to entertain McKenna's proposal at all clearly angers supporters of his own Tory cause from within. It is an attempt to reward reply to the Prime Minister's Commons speech, backbench MP François Gérin objected to the formal terms given to the Commons committee. The 45-year-old lawyer said that he would refuse to participate in the hearings—or to vote on any recommendations that might spring from them—as long as Quebec insists on the ratified version of March Lake before it takes part in further constitutional negotiations. "We have no right to undertake that process without Quebec," Gérin told Maritimers. Declining to



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CANADA

speculate on how many of the 62 Quebec Tory MPs support his vision. Gerin added: "Let's just say I don't feel isolated."

To prevent any further division within his own party, Mulroney made a rare appearance later the same day at a three-hour meeting of the Quebec caucus in Parliament's West Block. According to one parliamentarian who attended, the Prime Minister avoided party and provincial solidarity to tell his fellow Quebec MPs and senators that supporters of March Lake "were working in the right side of history." Mulroney added, however, that "we reject McInnis" who was to speak March Lake.

But last week's developments in Ottawa also appeared to courage Quebec's provincial politicians. Apparently concerned that last-minute constitutional changes would undermine members of Quebec's national assembly moved swiftly to distance themselves from the proposed compromise accord. The fiscal part of Quebec's offer, as it appeared in the McInnis resolution that would grant Ottawa the authority to "promote" Canada's linguistic duality, as well as "preserve" it, as the accord provides, no Leader Jacques Parizeau called for a vote to reject the McInnis option, warning the national assembly that the change would enable the federal government to promote the use of English in Quebec. Said Parizeau: "If Quebec accepts anything that allows March Lake, it won't be federalism on our terms, it will be federalism on all terms." But then Liberal Inter-governmental Affairs Minister Gil Stratford said that the Parizeau option was not extreme enough. He introduced a government resolution—to be voted on this week—to officially reject any proposal that might allow the passing or weight of March Lake.

Both Quebec and St. John's were not the only cities where skepticism was expressed about the parliamentary committee's planned hearings in Regis. Saskatchewan Leader Roy Romanow, who helped draft the TMSI constitutional partnership agreement as his province's then-territory general, described Mulroney's latest gambit as being "like throwing a Bill Marlin pens in the dying seconds of the game, in the hopes that the right team catches it." At the same time, Georges Erasmus, the Ottawa-based annual chief of the Assembly of First Nations, said, "The hearings seem less like a serious option and more like a public relations farce."

Quebec's leaders add that discussions of Quebec's separation could, rapidly after the results of native land claims in this province, "If the French have the democratic right to split from us, we have the democratic right to split out of Quebec," he said. "Then we could answer for question and rule. Do the First Nations have the right to democratically opt out of Quebec and stay with Canada?" His comment reflected the startling fact that the three Maritime provinces were not the only influential Canadians now contemplating the end of Confederation.

E. KATE FULTON with LISA PAV DODSON in Ottawa, BARBARA MCNAUL in Charlottetown and PAMELLA HANIGERST in St. John's

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A deepening solitude

Quebec polls show support for sovereignty

On another night, the public opinion polls have told the same story. While the debate over the Meech Lake constitutional accord has heightened tensions between Canada's two official linguistic groups, Quebec nationalists have experienced a sharp upturn. Since the beginning of 1990, there have been five separate readings of sentiment within the province. According to all of them, a significant majority of Quebecers say they are attracted to some form of sovereignty-association with Canada, although they do not endorse outright separation to the same degree. "There is a kind of sovereignty that is growing day by day," said Seamus Gagné, president of Montreal's Sorecon, one of the first agencies to report the development. "I am no longer sure whether the trend is reversible."

The latest reading, which the respected canary polling firm conducted for the Montreal daily *Le Presse* once again confirmed the trend. Between March 16 and 21, 1991, solicited the opinions of 600 respondents by phone, a sample size that pollsters claim should reflect the attitudes of the provincial population as a whole within a margin of three percentage points, 39 times out of 20. The poll found that 56 per cent of Quebecers favor sovereignty, 37 per cent are opposed, and eight per cent do not know how they feel on the issue. The pollster did not define sovereignty but said that Quebecers understood the term to mean that their province would retain some ties to Canada, as opposed to outright independence. Among francophones, the margin of favor of sovereignty rises to a commanding 63 per cent. The figures are even more significant in comparison with a previous Sorecon poll in October. Then, only 41 per cent of respondents expressed support for sovereignty.

The current trend emerged early in the year, when Sorecon found that 53 per cent of 504 respondents were in favor of sovereignty, 35 per cent were opposed, and 15 per cent had no opinion. Among francophones, the percentage in favor of sovereignty was 62 per cent. Then, in February, Montreal poll-

ster Léger and Léger reported that 59 per cent of 1,031 respondents said that they favored sovereignty, with 27 per cent opposed and 15 per cent without an opinion.

The highest pro-sovereignty numbers surfaced early in March when RÉSOM poll, only 47 per cent of Quebecers were in favor of separation—compared with 38 per cent opposed. The cover poll found 43 per cent in favor of separation, compared with 31 per cent opposed. In both cases, separation sentiment among francophones—52 per cent in the Léger survey, 49 per cent in the cover poll—was stronger than among anglophones, but lower than the francophone support for sovereignty.

The findings reveal a measure of indecision. In the Montreal daily *Le Droit*, political commentator Gilles Lévesque said that the polls indicate that Quebecers "have seen least on the accelerators, the others on the brake." But Claude Monet, a Quebec City economist and former lab assistant in Paul-Émile Bernier's government, claimed that the contradiction is more apparent than real. "It's simply a reflection of Quebec attitudes in this uncertain time," he said. "Sovereignty is far less frightening than separation but, in a psychological level, it amounts to the same thing."

Still, the pollsters agree to agree on the reasons that opinion is hardening. "I think what is going to be interpreted as a reaction among Quebecers to what is widely perceived as hostility from the rest of the country," said Sorecon's Gagné. "Quebecers feel they are being rejected." If that assessment is accurate, it is a stark outcome of the potential unity afforded by the Meech Lake debate, customized with no sign of a resolution.

BAILEY CAME in Montreal



SORECON's Gagné: 'I am no longer sure the trend is reversible.'



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Soviet officer confronting Lithuanian deserters in Vilnius: an offer of amnesty and a warning of punishment

WORLD

BALTIC SHOWDOWN

The first report reached the headquarters of Lithuania's security ministry by telephone at 3:30 in the early last week. Then, and Richard Vaitsaichuk, an inspector with the ministry, duty staff members rushed with "immediate shock concern." But it was too late to take action. The call, a warning that Soviet troops had taken a woman, a 20-year-old Lithuanian, from a Soviet military hospital in Vilnius, the capital of Lithuania, had been made by Soviet soldiers who had just stormed into the hospital and had beaten and arrested 25 Lithuanian members of the Soviet army. The Lithuanians had taken refuge there after the popular democratic staff independence on March 11. "We consider this a kidnapping," Vaitsaichuk told Mikhail Gorbachev's Tass, declared Gen. Valerii Vavrikov at Moscow, the supreme commander of Soviet land forces. "These deserters have been properly apprehended."

That incident illustrated the explosive tensions in the air between Moscow and the breakaway republic. Soviet President Mikhail Gorbachev issued a new appeal last

THE SOVIETS ROUND UP ARMY DESERTERS, BUT THE LITHUANIANS CONTINUE TO DEFY THE KREMLIN

warning at week's end through Tass, the official news agency. "The situation in the republics is not stable and it has taken on a dramatic character," Gorbachev said. "If even the voice of reason is not heeded, events could have grave consequences for all of us." Late last week, defense ministry officials offered amnesty to Lithuanian deserters who turn themselves in,

but warned that those who refuse will be "searched out, detained and punished." Meanwhile, Soviet troops tightened armed control of several buildings in Vilnius. They banned separation Communist party members from the local party headquarters and occupied another party building where Lithuanian newspapers are published. Soviet troops also closed several editions without interference. Although some Soviet authorities indicated that a compromise was possible, others said that Moscow was considering imposing a "presidential rule" under Gorbachev.

Carefully, the stakes in the dispute were high. Many Soviets expressed concern that, if Lithuania's autonomy is not restored, Moscow, other republics will soon follow suit. In the two other Baltic republics of Latvia and Estonia, those effects are already under way. In Latvia's legislature, 134 of the 170 members elected recently in the first round of voting belong to the republic's grassroots Popular Front, which supports independence. And in Estonia, a majority of mem-

bers of the ruling Communist party voted last week to sever ties with Moscow. At the same time, Estonia's new parliament rejected Soviet authority and declared the start of "a transitional period" towards full independence.

As he stood in Lithuania's northeast, Western countries called for restraint. U.S. President George Bush sent Gorbachev a personal message expressing support for Lithuanian self-determination, and appealing for a peaceful settlement of Moscow's dispute with the breakaway republic. In Ottawa, External Affairs Minister Joe Clark called in Soviet Minister Counsellor Arman Moussov and told him to strengthen his efforts to restore Lithuania's independence. A resolution would lead to a diminution of relations between Canada and the Soviet Union. But Clark's request fell short of the demands of the Lithuania-Canadian Community, an organization representing 27,000 Canadians of Lithuanian descent, which has called for immediate diplomatic recognition.

"We have no lesson to learn about international sovereignty from the country that sent paramilitaries into Panama."

That same lofty attitude is evident in the unrelenting criticism that the Soviet media were directing at Lithuanian leaders. One article prepared by news agency "Sovetskaya Bialorus" in the republic of using "backward and retrograde" to provoke Lithuanian soldiers into deserting.

In fact, even Soviet armed forces veterans from other republics have criticized what occurs from the Baltic, with their distinctive accents and attire. Soviet appearance, have far been singled out for the discrimination. In one case, a colleague of Moussov would lead one of his colleagues to believe he was a deserter and helped recruit soldiers in his regiment because he and they were trying to join him. Another soldier, Vitas Baranauskas, a 38-year-old Vilnius resident who served for three years in the army, told *Maclean's*: "We were more afraid of the man we served with than any



Gorbachev meeting Soviet military officers in Vilnius: explosive tension

of Lithuania. Said the organization's president, Algis Pociusas: "Until we government in the West to end the military coup, the situation at great risk to continue and the Lithuanian government will face a fall."

In fact, the issue poses a complex dilemma for Western countries. Perennial members of the North Atlantic Treaty Organization have never recognized Soviet rule over the Baltic because they say that the three republics were illegally annexed at the start of the Second World War. But, in practice, the West has traditionally recognized Soviet control of the Baltic. Now, with the Soviets claiming Lithuania's future as an "internal" matter, the tug between policy and practice is being severely tested. And the Soviets have made it clear that they have little regard for international criticism. One senior official in the Soviet Foreign ministry, referring to potential recognition from the United States, told *Maclean's*:

energy we might ever have to face."

Clearly, acknowledging any compromise will be difficult. In the meantime, some signs that Soviet and Lithuanian authorities are prepared to moderate their hard-line stands. Lithuanian President Vytautas Landsbergis, displaying a more restrained manner than on earlier occasions, and last week that he hoped to negotiate the terms of independence with Moscow. Soviet authorities, meanwhile, and that reaching such an agreement would hinge on Moscow's "final" military spokesman Gennady Gerasimov: "Let things calm down, let there have a referendum—and then they can leave."

In the meantime, war of words between Moscow and Lithuania's only non-long-majority state, since a secessionist campaign intensified in mid-January

ANTHONY WILSON-SMITH © Moscow

World Notes

MURDER IN LEBANON

Suspected Christian gunmen killed American Christian missionary Wilson Robinson's Israeli self-styled society man, in south Lebanon. Robinson, 56, had set up a home for handicapped children in the village of Ruhaya al-Fadik, but many villagers had accused him of plans to establish a settlement there for 2000 Israeli Jews.

DRUGS SOCIAL-CLUB FIRE

Californian John Gandy, 36, was charged on murder and arson charges after authorities said that he had started setting a fire in a Manhattan New York City social club on March 25, killing 87 people, most of them Korean immigrants.

LEGALIZING ABORTION

Belgian legalized abortion after a controversial law. The lower house of parliament, the Chamber of Deputies, approved a law allowing abortion for women "in distress" during the first 12 weeks of pregnancy. The law had been passed by the Senate last year. Belgium had been the only country in Europe, apart from Ireland, where abortion was still illegal.

A VOTE FOR THE ENVIRONMENT

The U.S. House of Representatives voted 331 to 96 to elevate the Environmental Protection Agency to a cabinet-level department and to expand its powers. To become law, the bill must also receive Senate approval and is signed by President George Bush, who opposes increased powers for the EPA.

A BROADCAST WAR

State television broadcasters of the U.S.-based TV Marti, a Spanish-language news and entertainment channel, and CPT (a TV sophomore production) a television network "now" 100 stations and officials said that the TV Marti program will within the bounds of international telecommunications laws and that it aimed to promote the free flow of information to Central America's 10 million people.

VIOLENCE IN KASHMIR

India troops killed two people when they opened fire on Pakistan protesters trying to cross into the Indian-ruled state of Jammu and Kashmir. Meanwhile, at least 26 people were killed in battles between Indian security forces and Kashmir militants in the Indian city of Srinagar. More than 200 people have now been killed in Jammu and Kashmir, India's only non-long-majority state, since a secessionist campaign intensified in mid-January.

The Heathrow Sting

British officials seize nuclear devices

For tiny huggers of nuclear destruction, 40 pieces and electronic devices sent a shattering signal around the world last week. British customs officers intercepted the devices, known as capacitors and used to make the trigger mechanism, in London, where they were en route from San Diego to Baghdad. The devices were seized because they had been imported into Iraq by President Saddam Hussein for clandestine use in nuclear weapons capability that Western intelligence services had previously estimated to earlier assume made the Iraqi would require up to a decade to develop a atomic bomb. Now Western experts say that the attempt to acquire the trigger components indicates that they may be able to do so within five years.

The leader of the capacitor-snatching plot—some of whose details sounded more like spy fiction than real life—was followed by equally sensational hints of a connection to the master of shadowy, Canadian-born arms-deal

er-General. But five days before Bush, a 63-year-old technological wizard from New York City, had apparently just returned from a visit abroad—the Middle East, some Belgian sources said—and he was found dead in his Brussels apartment on March 24 with two bullet wounds to the head. According to a U.S. security source quoted last Friday by the London Daily Mirror, he fell on the Iraqi freight train he was being checked out before he arrived to Baghdad. And although it was impossible to confirm the report, Belgian police sources told Marlon's that they were closely examining the possibility of a connection. Said a high ranking official: "We're looking at the man's travel itinerary in the days preceding the crime."

Iron is one of several nations outside of the acknowledged nuclear powers—the United States, the Soviet Union, Britain, France and China, believed to be approaching, or to already have, atomic weapons. Israel, South

Africa, India and Pakistan are all either in or about to be the nuclear club. But Iraq, because of such acts as its use of poison gas against Kurdish citizens in 1988 and its execution last month of a British journalist as an alleged spy, appears particularly dangerous. And Israel, as well as Iraq, against which Iraq waged a bloody but inconclusive war from 1980 to 1988, clearly has special cause for concern.

The interception of the capacitors is a bright spot at London's Heathrow Airport, and the arrest last Wednesday of two Arabmen and a French woman, was the culmination of an 18-month Anglo-American undercover operation. It began after a representative of a British-registered company named Sunsource Ltd., based in Teekayes, Inc., a high-tech manufacturing plant in San Diego, to supply trigger mechanisms. U.S. law requires a special government license to export the devices, and when 60 officials reported Sunsource's request for clearance, U.S. authorities asked them to reapply. The company agreed.

According to a U.S. federal indictment unsealed in San Diego last week, Farouk—now by Abu Adhaq Daqiq, an Iraqi with dual British citizenship—acted as an agent for the Republic of Iraq in the procurement of defense articles, military equipment and munitions items. Farouk also alleged that the ultimate destination of the interceptors was the Al-Quds State Establishment, an agency of Iraq's ministry of industry and military industrialization. The devices were refrigerated under U.S. Customs

surveillance to London, investigated and, with a false end-user certificate and labeled as "air-conditioning equipment." At Heathrow, customs officers replaced the capacitors with dummies and waited for them to be collected for onward shipment by Iraqi Airways. Then authorities arrested Daqiq along with Tufiq Fawaz Ayers, a Lebanese engineer and Jeanne Celeste Speciale, an export official for Sunsource. A fourth person, Iraqi Airways employee Ghassan Lail, was deported.

The incident underscored relations between Britain and Iraq, already damaged by the March 15 execution of London-based Iranian-born journalist Farhad Razmi. In addition to the capacitor affair, British police have been trying to acquire the alleged smuggling of naval equipment to Iraq. Still, Foreign Secretary Douglas Hurd said that London was not planning to sever diplomatic relations with Baghdad, apparently out of concern for the 2,000 British citizens currently living and working in Iraq. Hussein, meanwhile, denied the British allegation, insisting that Iraqis were trying to hinder Iraq's "search of progress." As well, a government spokesman said that the devices could be used for "military industrial, scientific and engineering purposes."

After a 1981 British raid on a French-built nuclear reactor at Osirak, near Baghdad, Western intelligence sources said that Iraq's hopes of developing nuclear weapons had been set back by at least a decade. Now, regar-

ding U.S. intelligence sources, said last Thursday that the Osirak facility was now producing weapons-grade plutonium. However, another source told Marlon's that he was "not too sure how bad that information is." Leonard Spector of the Washington-based Carnegie Endowment, who is one of America's foremost authorities on nuclear proliferation, said he still estimates that Iraqis at least five years from having nuclear weapons. But he added: "Those guys are on the move. It's something to be nervous about."

The Israeli, while concerned, did not seem likely to undertake a pre-emptive strike. For one thing, Iraq now has dispersed its nuclear facilities to sites around the country. For another, Hussein has a proven ability to strike back. As Gen. Shlomo Gazit, a former head of Israeli military intelligence, said recently: "Iraq would not be such a pain to go unanswered. [It] could respond with a massive-to-the-base missile attack against strategic targets in Israel."

Still, the failure of Iraq's attempt to acquire interceptors may well have set back Hussein's nuclear ambitions once more, perhaps enough as to re-ignite military strike. And the next time he tries to obtain them, it could prove even more difficult to get the drop on the missile jockies.

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A nation under the gun

Peru faces terrorism and economic collapse

Compassion in Peru is as dangerous that political candidates do not dismiss their differences until the last moment. That strategy makes it difficult to attract large crowds, but it is much safer to arrive unannounced. Ever so, over the past three weeks, Major Shanti Pata (Senate) de Leon and guerrillas have managed to assassinate no fewer than the congressional contenders for the April 8 election, which they describe as a bourgeois farce. Meanwhile, Peru is fighting to control kidnapping and incuse inflation. Added to



Peruvian soldiers on antiterrorist patrol: a wave of political killings

those problems are water and power shortages, crippling labor strikes and a record 30-per-cent monthly inflation rate, making stable government almost impossible. But the country's most popular author—and least experienced politician—says that now is the right time to introduce radical reforms that would bring out the entrepreneurial spirit in every Andean peasant.

Marco Vargas Llosa, the front-runner of the presidential candidates, advocates what he calls "popular capitalism," a free-market trend that has already manifested itself in Mexico, Brazil and Argentina. Like other Latin American oil-rich countries, the 54-year-old writer was a leftist who became disillusioned with Cuba's Fidel Castro. He told *Newsweek* that the Cuban revolution, which "we thought would bring justice and freedom," was completely hijacked by the totalitarian *visor* (page 32).

Vargas Llosa has restricted political activi-

ties in 1987 by successfully leading a movement to prevent socialist President Alan García from nationalizing Peru's banking system. The movement, Liberal, later joined forces with three centre-right parties to form the Democratic Front coalition that nominated the author to become presidential candidate. Vargas Llosa fails to win a majority in next Sunday's vote, he will face a runoff election in May. In either case, he is certainly the man most likely to succeed García, who is legally forbidden to run for another presidential term

and its suburbs and begins among peasant families to then in rural entrepreneurship operations. But the number of emergency visitors Peruvians grows to about a third of the country over the just 11 years, and that has not improved safety in those areas.

More than 27,500 people have been killed in the war but 10,000 more by Shanti Pata and the smaller but more brutal Túpac Amaru guerrillas. In addition to politically motivated violence, Peruvians are terrorized by a ruthless assortment of criminals. During the night, mafiosi profit the streets and plazas of big cities like Lima even moderately well-to-do businesses to hire round-the-clock bodyguards. Security adds three to five per cent to our business costs," said Augusto Bernal, the head of one of Peru's largest mining companies.

Businessmen are further strained by government decrees that require them to pay for reports with U.S. dollars, bought at the interbank free-market rates, while selling their exports for Peruvian soles, set at artificially inflated rates. The official economy, as opposed to the cocaine-based unofficial one, shrunk by more than 20 per cent over the past two years. No payment has been made on the \$29-billion foreign debt since 1988. Without income, which adds about \$2 billion a year to Peru's export earnings, the nation would have been forced into economic paralysis.

To end an economic collapse, Vargas Llosa recommends: selling off 250 state-owned companies that are now losing money and are heavily subsidized, dismissing as many as 500,000 government workers, opening up the country to unrestricted foreign investment, and allowing markets to set prices. To ease the transition, he proposes a state-wide emergency social fund, which would meet the government's \$623 million mandate, to provide food, health care and public works jobs for Peru's poor, who now make up 70 per cent of the population. Most of them can only earn a day's pay. Water, electricity and sewage facilities are lacking in 35 per cent of Peruvian homes. And jobs are so scarce that many people cannot survive without growing coca leaves or working on the black market.

So far, Vargas Llosa has not announced any new strategy for dealing with the guerrillas. And his harsh economic measures will almost surely provoke a backlash from the inflation-decimated labor unions. In the weeks preceding the election, two-thirds of Peru's vital copper-mining industry was paralyzed by a strike for higher wages. Gedacho piled up on Llosa's shoulders as unionization workers postponed a plan to privatize their union. The army had to break a nine-day walkout by port workers, and other strikes shut down hospitals, government offices and textile plants.

The novelist, however, seemed undeterred by these challenges. And he has not lost the refreshing clarity that enabled him into politics. Despite his description of politicians as a stupid social group, he still wants to join them "politically."

HOLGER JENSEN AND MARK RUDGEN in Lima

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From books to ballots

Novelist Mario Vargas Llosa runs for office

Mario Vargas Llosa is a renowned Peruvian novelist, the author of such novels as *The War of the End of the World* (1984) and *Amor, Muerte y la Springfield* (1978). Now, at 54, he is also *aimed* to be elected president of Peru on April 8, elections that are associated with the socialist government of President Alan García. Maclean's Correspondent Mark Budge interviewed Vargas Llosa in English recently as his campaign phase as he flew from the northern coastal town of Pisco to Lima, the capital.

Maclean's Why have you given up your private, much-praised career as a writer for the public, your life as a politician?

Vargas Llosa Because we are living in an emergency period in Peru. The country is in a big mess. We are facing the most difficult economic crisis in our history but, paradoxically, this crisis has created the possibility to make radical changes in commanding the country.

Maclean's But why not just the power of your political antennae else?

Vargas Llosa Well, if you were an English or a French writer in 1986, and you were facing war or an invasion, you had to act, you had to write for the world, you had to be in the world of action. And that's the case now in Peru. The destruction of the whole fabric of Peruvian society is so advanced that we stop never again have a chance like that.

Maclean's You are leading the *Democratic Front*, a center-right political coalition. But for many years you were a socialist! When did your views change?

Vargas Llosa In the Sixties, when I visited Socialist countries and I saw what the real socialism was. I went to Cuba many times, I saw how the revolution there, which I thought would bring justice and freedom, was completely hijacked by the totalitarian regime. And what happened in Czechoslovakia in 1968 was a shock for me. At that time, I started to cut links with Cuba and the Communist community.

Maclean's Are your planned reforms designed primarily to devolve government intervention in the economy?

Vargas Llosa Yes. We want to do this in a creative way, trying to use free-market policies not only to grow, but also to increase social justice and equal opportunities in Peru.

Maclean's What are the major elements of your program?

Vargas Llosa We want to privatize the whole public sector. We think the state should promote, not produce. The state has been involved in practically everything—land, fishing, hotels, mining, street markets, even commerce. And all of them are broke. But we want to do this in such a way that we can guarantee private property among the poor. We will give the workers at state-owned companies the possibility of lend to the peasants. We will give the workers at state-owned companies the possibility of becoming shareholders. And what I think is most exciting is to [abolish] the underground economy in Peru.

Maclean's Why have you given up your private, much-praised career as a writer for the public, your life as a politician?

Vargas Llosa In collaboration with the commanding countries, we will try to increase the rate of production by repression but, at the same time, we must give the peasants economic incentives for crop substitution.

Maclean's Peru has been fighting a costly guerrilla war against *My Shining Path* and the *Tiger Armed Revolutionary Movement* for 10 years, with no apparent end in sight. How will you support their management?

Vargas Llosa If I win the election, I will personally take on the responsibility for the fighting by negotiating a truce with both groups as well as the military. *My Shining Path* was the most efficient of Peruvians would be sacrificed by these fighters. Everybody in Peru is sacrificed and everybody should fight.

Maclean's Are you yourself afraid?

Vargas Llosa If you are a Peruvian today, even if you are not a politician, you are sacrificed.

Maclean's In this atmosphere, are you able to do very much?

Vargas Llosa Not much. It's very difficult to work. I include myself for one or two hours a day at least, but it's more and more difficult. I try to have some influenced work because policies can be absolutely disastrous for the intellectual life—it is very problematic.

Maclean's That might be a discouraging vision for many politicians.

Vargas Llosa But it's true, it's true. You understand why so many politicians become so stupid? They think that when they enter politics, they are going to forfeit their links to ideas, fighting for causes, for values, for some moral ideal. They discover that 90 per cent of their time is spent manipulating and intriguing—very needed activities.



Vargas Llosa campaigning: proposing 'radical changes'



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Hawke's thin win

Labor ekes out a bittersweet victory

It was a measure of just how close the vote was that, for a while last week, it appeared that Australia's closest federal election in 20 years would be decided by a few thousand voters in Kennedy, a far-flung riding where floods had temporarily kept residents from reaching the polls. Most observers were predicting a hung parliament, with the balance of power likely held by one or two independents. In the end, however, the March 26 election's outcome emerged not in Kennedy, but from a cliff-hanging series of recounts across the country and the distribution of voters' second preferences allowed under Australia's electoral law. The winner: Prime Minister Robert (Bob) Hawke's Labor Party, which

with the final tally still uncertain at week's end, appeared to have won 77 seats in the 148-seat House of Representatives—a seven-seat majority. And Hawke, a 68-year-old Rhodes Scholar who, as a student at Oxford, was an entry in *The Guinness Book of Records* for drinking 56 pints of beer in 13 seconds, became an Australian political legend by winning a fourth consecutive term in office.

But the victory was bittersweet. After seven years in power, Mr. Hawke, the Labor Party and its predecessor, 18-seat independents, and some analysts attributed the narrow margin of victory to economic factors, including 7.8-per-cent annual inflation, a \$104-billion budget deficit and 17-per-cent interest rates. Although Hawke promised during the campaign to lower interest rates, Australians did not appear confident that he could do so. Naturally, Labor's share of the popular vote dropped by almost

seven per cent from 1987 (falling, but observers said that Hawke was ultimately saved by the unwillingness of voters to throw their support in greater numbers to the coalition of conservative opposition parties, headed by the Liberal's Andrew Peacock). The Labor vote rose by less than one per cent, and, combined with their coalition partners, the rural-based National Party, they won 91 seats in 79 seats. Most of the popular vote went to the Australian Democrats, independents or the conservative Greens—but only one independent candidate actually won a seat.

The results were the final blow for Peacock's troubled 70-month leadership of his party. When it became clear on March 29 that he had no chance of forming a government, the 51-year-old Peacock told his caucus colleagues that he would formally resign this week but would stay on as an MP. In any case, his critics

in the party, evidently convinced that his road-style of leadership had failed to stimulate a convincing alternative to Labor had called the Liberals of a mere win, had already started backroom maneuvering to oust him. Said Peacock: "I believe there should be a new leader in the wake of a defeat."

For the National Party, the results were also disastrous. The Nationals' popular vote fell by 10 per cent, and, as usual, their party leader, Charles Blunt, was still waiting for coal to come from Australia abroad in case he had overextended his own seat in his hilly constituency Redmond, riding in New South Wales. The Australian Democrats, a left-center party, made their best showing ever, with about 11 per cent of the vote, but failed to win a seat. They also faced the loss of their leader, Janine Huon, who said that she would leave politics in the wake of her personal defeat.

MICHAEL ROSE in Sydney

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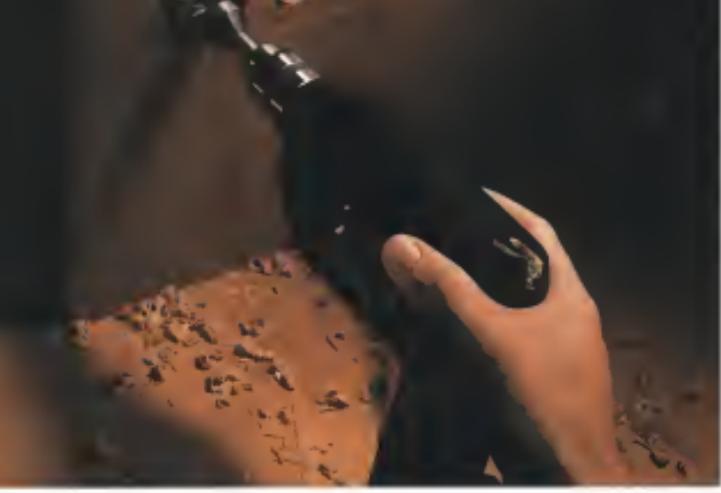
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WORLD

HUNGARY

A vote for freedom

The Socialists suffer a crushing defeat

Hungarians preferred largely around their television sets two hours after polls closed in the country's first free, multiparty election in more than 60 years. But as they watched a live broadcast of election returns on March 25, the coverage became increasingly frustrating: computer difficulties and a poor transmission network slowed the counting. Then, three days later, when the results were finally complete, the country's interim Socialist government had been soundly defeated, and two centrist-right opposition parties had emerged with just over 20 per cent of the vote each; that, for many Hungarians, the exhaustion and the frustration of election night reflected the country's ambivalent mood about rapid democratic changes, but concern that soaring inflation and a burdened industry will be insurmountable obstacles in the new government's efforts to create a modern, free-market economy. Said Péter Major, 66, a Budapest manager: "It will probably have even less money in my pockets now. But at least I can say my opinion freely."

According to results released last week, the Hungarian Democratic Forum, a national, centrist-right party, won 24.7 per cent of the vote. Its chief rival, the Liberal Alliance of Free Democrats, won 22.5 per cent, while the independent Szabad Demokraták (Free Democrats) party came third with 21.8 per cent. The Socialist Party, made up of uniform Communists, won only 10.9 per cent. Under Hungary's complicated electoral law, the first round of the elections will fill only about 125 seats in parliament; the other 261 will be determined following weekend runoff elections.

Last week, the Democratic Forum, the Socialists' and the conservative Christian Democratic People's Party, which won 6.6 per cent of the vote, announced that they had forged an alliance. But that party, which had been expected to secure election victory, later fell into disarray. Business leaders had called on the Democratic Forum and the Free Democrats to form a strong coalition, but the two parties fought a bitter election campaign, and are unlikely to reconcile their differences. Forum leader János Antall, a medical historian who could become Hungary's next prime minister, reflected a coalition with the Free Democrats unless Hungary were in fact what he termed "an economic catastrophe."

Leaders of all the major opposition parties and their allies will oust the Socialists. And when Pongrácz, one of the leading reformers in the Socialist Party, cast his ballot in Budapest last week, he said that he would even prefer to remain in the opposition. "That way, we would certainly do better in the next elec-

tion," he said. But Pongrácz appeared unperturbed by his own personal defeat; he finished third in his Szabad constituency and will face a difficult battle in the runoff elections.

Several politicians complained that, despite the share of free elections after four decades, only about 60 per cent of the country's 7.8 million voters cast ballots—a fact that many Hungarians analyzed and reflected pessimism about the future of their nation. But Péter Sárkány, 66, a lawmaker in Budapest, said that he felt it was his duty to vote: "We cannot solve the problems of 40 years overnight." Sárkány said, "but, through free elections, our future will be better. At least now we are free."

MARTIN KIRKET with **PAMELA CLARKE** in Budapest

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A REBEL'S RETURN

ANDREW SARLOS IS GAMBLING THAT HE CAN MAKE MONEY BY HELPING CAPITALISM FLOURISH IN EASTERN EUROPE

Andrew Sarlos was just 24 when Soviet tanks rolled into Budapest to suppress the October, 1956, Hungarian uprising. Like thousands of his countrymen, he fought back, taking to the rooftops with a submachine gun and firing down on the invaders. Days later, when the revolt was crushed, he fled to nearby Austria by train and on foot, eventually arriving in Geneva, Italy, where he boarded a ship bound for Great Britain. Now one of Canada's best-known financial advisers, 38-year-old Sarlos is charting the future of his homeland. He is part of a group of powerful North American business executives—including Toronto's billionaires Beckhams family—who are trying to attract foreign investment and free enterprise to Hungary, Czechoslovakia and other Eastern European countries. Said Sarlos, during a recent interview in his 20th-floor office overlooking Toronto's financial district: "When you are born in a place and risk your life fighting for it, you feel an obligation to help those you left behind."

The Milner, slightly built Sarlos, now a Canadian citizen, is one of Bay Street's most aggressive investors, who has made and lost millions in the risky business of speculating on take-over targets. The Sarlos now says that investment capital, not postwar gallantry, is the best way to bring about change in Hungary. And instead of fighting from the rooftop, he is spearheading several North America-based projects to help re-establish the economics of Eastern Europe. But, just as political factors favored free enterprise swept the nations in his homeland, Sarlos was in Budapest negotiating investments in a number of Hungarian business projects, including a series of hotels, and launching a new investment fund designed to take equity positions in new Hungarian ventures. "The next two decades could be the golden age of Eastern Europe," he says. "Each one of us wants a hand-to-eye view of that market, no matter what the inherent risks are."

Taking risks is Sarlos's business. Shortly after he arrived in Canada in 1957 with an economics degree from the University of Bata-

leu, along with investment-fund associates Barry Zackman and Jack MacKenzie, he and his partners made millions buying up stocks in smaller oil and resources companies and then selling their interests for huge profits when the stock prices soared after the companies became takeover targets.

When the stock market collapsed in 1983, Sarlos



Sarlos in his downtown Toronto office: establishing 'beachheads for the future'

pe, he went to work for the engineering firm Bentel Canada Inc., a subsidiary of San Francisco-based Bechtel Group Inc., building an oil-solvent plant in Capreol, a town 30 km north of Sudbury, Ont. Later, he helped supervise construction of part of the enormous Churchill Falls hydroelectric power project in Labrador.

But Sarlos says that he eventually tired of working for others and, by the early 1970s, he had established himself on Bay Street, where he now heads his own investment consulting business, Andrew Sarlos & Associates Ltd. Sarlos's investment acumen first became well-known in 1977, when he founded HIC Holdings

Holdings, Inc., which, he adds, has opened up unprecedent opportunities for Western investors and businesses Eastern Europe, says Sarlos. desperately needs Western money, goods and expertise as it begins a fundamental economic restructuring. Declared Sarlos, who will be in Bonn next week as part of the Canadian delegation for the Conference on Security Co-operation in Europe: "The emergence of capitalism in Eastern Europe will trigger a period of global prosperity."

While Sarlos acknowledges that there is still

90 per cent owned by Central Capital Corp. of Toronto, is responsible for \$700 million in personal and institutional investors' money. As company chairman, Sarlos is the reigning king of Canadian arbitrage—the dangerous practice of buying stocks in companies that have possible takeover targets, and then selling the stock, hopefully at a higher price, before the buy-out is concluded or when a better offer arrives.

Still, Sarlos lives modestly with Mary, his Austrian-born wife, in a spacious lot set in a tranquil setting in the largely middle-class Toronto suburb of Don Mills. Their son, Peter, 28, is a computer analyst and also lives in Toronto. Since his heart attack, Sarlos has given up smoking, stopped taking even the occasional social drink and adopted a low-cholesterol diet.

But the financier says that he still likes to be at the centre of the action, and the king of the

anticipated boom, Sarlos has assembled a high-powered group of supporters from an impressive list of business contacts. In January, he and his wife moved to a former U.S. ambassador to Austria and an heir to the Baltic Laundry fortune, reported a director of a consortium of business leaders including Albert Beckhman, chairman of the board of Olympia & York Developments Ltd., and goldmine magnate Peter Monk, chairman of Toronto-based American Barrick Resources Corp., to put up \$85 million to form a new company to invest in Hungary and other Eastern European countries.

The new venture, Central European Development Corp. (CEDC), spent \$12 million at January to buy 50 per cent of Hungaria General Banking and Trust Co., Hungary's oldest commercial bank, which also has branches in Moscow and Basel. Switzerland's CEC is now preparing to sign a consulting agreement with U.S.-based telephone company Bell Atlantic to rebuild Czechoslovakia's telephone system. As well, the company is considering a wide range of other projects—from hotels and resorts to heavy industry. Said Sarlos: "The returns will not come overnight but my partners are serious, long-term investors looking to establish beachheads for the future."

He has already established several other beachheads in Eastern Europe. With \$500,000 donated by himself and others, Sarlos founded Hungary's first school of management studies in Budapest, which received its first students early last year. But the First Hungarian Fund, the investment fund that he formed last September with George Soros, another Hungarian native emigre of Wall Street's hot pension and private equity managers, is ready to invest \$80 million in hotels, resorts and other Hungarian ventures.

Sarlos is now putting together a sister investment fund, First Czechoslovakia Fund, to look for new equity-investment opportunities in that country. And with the help of former Ontario Securities Commission chairman Stanley Beck, he is considering writing a series of books to educate Hungarians, Czechoslovakians and Poles in North America and investing the proceeds in their home countries.

At the same time, Sarlos, who hosted Hungarian leader Ferenc Pusztai's four-day visit to Toronto last October, has been campaigning tirelessly to convince Canadian business and the government to give financial, as well as moral, support to the fledgling capitalists. Last month, he presented his message to a House of Commons foreign affairs committee on Canada's policy towards Eastern Europe. Says Sarlos: "It gave me a very emotional feeling to be able to stand up in a wretched country and do something to help my mother country." More than 33 years after he fought the Soviets from the rooftops of Budapest, Sarlos has no intention of abandoning his fight for Hungary's future.

JOHN BENNETT

Business Notes

PRIDE'S HOW'S OUT

National Energy Board chairman Roland Prud'homme removed himself from the pipeline expansion plans for Trans-Canada Pipe Lines Ltd. (TCPL) because he said that he had spoken with a company official before the hearing began. The announcement added fuel to the industrial oil Users Association's concern that the board is not impartial in determining whether consumers or the company will bear the cost of TCPL's expansion plans.

ECONOMIC CONTRACTS

Butterfield's 3.8 per cent decline in sustainable and broad products—the largest monthly drop at eight years—Canada's economy shrank by 0.2 per cent in January. Statistics Canada reported last week that the nation's gross domestic product, the value of all goods and services produced, fell to \$425.9 billion from \$426.5 billion December. Most other economic sectors, however, remained relatively strong.

DRASIC MEASURES BY O&G

Faced with costly construction delays, Olympia & York Developments Ltd. owned by George Soros' Millennium Foundation, has downsized the Canadian and British project managers at Canary Wharf Tower, the cornerstone of their \$6-billion London retail and office development. The spectacular \$600-million building, which will be Britain's tallest at 360 feet, is several months behind schedule.

GROWING THIN BILLIES

Bank of Canada governor John Crow said that persistent inflationary pressures give him little room to lower interest rates in the near future. As a result, the Bank of Canada's traditional lending rate clumped to 13.51 per cent from 13.38 per cent. Analysts predicted that Canada's charted banks will likely respond by increasing a wide range of consumer and business loan charges.

COMPLEX LOSSES

Complex Oils Corp., the embattled Toronto-based "soybean oil" giant, last Friday 932.3 million to \$496, compared with a profit of \$40.4 million in 1988. The troubled oilseed giant was the victim for a protracted battle over the oilseed that ended with the resignation of chairman Garth Drabinsky last December. Complex also announced that it has made a tentative agreement with its bankers under which the company will sell assets and cut back on expansion spending.



A survival strategy at the B of M

BY PETER C. NEWMAN

Matthew Barrett, the Bank of Montreal's new, 45-year-old chairman, meets later this month with his top executives in Toronto to chart his troubled institution's survival strategy for the 1990s. The 27-year corporate veteran, who joined the Bank of Montreal in 1973 and, except for a year-month hiatus with the Royal Bank of Canada, has held just about every managerial position the Montreal has to offer in taking over Canada's fourth-largest bank at a particularly difficult time.

"The pressure is now," he told me, "is on financial expertise, risk-controllability and value-added pricing. The old days of marketing means a thing. You're under pressure for performance. There's a lot that counts."

True enough. In the last year, for Barrett, the bank he has overseen has for the past decade and a half been run as the ultimate expression of banking's Old Boys' network, by one of its chief architects, Bill McBeth. Under his patrician, closed-end and chaotic stewardship, the bank has suffered a series of senior managers, none of them fired at McBeth's whim. Without exception, they immediately moved to higher-paying jobs in competing financial institutions and made it difficult for their former boss. At the same time, the bank lost some of its market share of personal and commercial loans, despite the surge in consumer credit. The Montreal's profit ratios declined well below industry standards—a net income of 30 cents per \$100 of assets for 1988, for example, compared to an average of 98 cents per banking's so-called Big Six, and 15.1 for the high-flying Toronto-Dominion Bank.

The most serious handicap of the McBeth-led legacy was his penchant for pretending he was a world visionary by grandly boasting about more than \$5 billion in loans to less developed countries in South America. At one point, the Bank of Montreal had 95 per cent equity base invested in dubious patches of wallpaper. The extravagance loans have since nearly all turned sour, and even after placing reservations

By the year 2000, Matthew Barrett wants half of the Bank of Montreal's revenues to come from the United States

against most of that high-risk debt of \$1.8 billion (or 52 per cent of equity) still on the books, McBeth's star left Robert Cooper \$12.4 million, and the bank is now seeking to liquidate interest payments.

To his credit, Barrett doesn't seem to be deluded by the McBeth record. "Lending money when you really can't assess any banking assets turns out to be of dubious virtue," he says. "It's counterintuitive to lend it, but most of these loans were made in the 1970s when the conventional wisdom was that sovereign nations can't go broke. That conventional wisdom was wrong. But, having said that, we're in the business supposedly of making loans that take us around downside scenarios and, frankly, we didn't do that in these situations."

Barrett means there's a serious danger of overextending to the point by putting too much emphasis on lending only to The Financial Plaza and avoiding the kind of responsible lending with less well-established firms that are supposed to characterize constructive banking.

"You have to get the balance right, but there is no premium for taking big risks," he warned. "We think the economics of staying in high-quality, more selective lending ratios better serve than trying to be fabulously creative."

The most radical departure in Barrett's thinking to date is his determination to have the Montreal into a North American, rather than purely Canadian, institution. By the end of the decade, he intends to shift priorities so firmly that at least half the bank's revenues will come from the United States. "The intention is to leverage off our strengths," he said, referring to the Montreal's ownership of the fast-growing Chicago-based Harris Bankcorp Inc. "Also, with the Free Trade Agreement, it's essential for us to stabilize the border and, in terms of banking services, Canada is already pretty saturated. Without being arrogant about it, the U.S. market is very fragmented, and I think Canadian banks can bring something to the party by running large branch networks."

While Barrett gives Eric Maloney a free trade initiative, he chose not to comment on March Loko, who does stick his neck out a inch on the Goods and Services Tax. "I must have a honest death wish to talk publicly about these three letters, er, er, just like I like because it's a tax on consumption, not income, and I would even support a higher G.S.T. — as long as it's offset by reduced income taxes."

The new chairman issued his baton to his fellow bankers scrambling to be allowed into the insurance business by publicly stating that the idea was "benign." He feels strongly that banks should not be artificially restrained from offering any financial services, and concluded: "If everybody's having our lunch, we should be allowed to have somebody else's. But I don't find the idea of selling insurance terribly exciting, and we have lots of room for improvement and upside profit potential in what we're already doing." He wants Ottawa finally to sort out the four-pillar—banks, trust companies, insurance companies and the securities industry—chartering American Express as a Canadian bank.

He differs sharply with other Canadian bankers who insist privately that their bank is operating world-class institutions. In 7000 tellers, Canada's commercial banks among the top 50; now we have only one. It's arguable whether Canadian banks still legitimately aspire to world status, he said. "Besides, how can we possibly compare to our pool of capital with the Germans or Japanese? We're in a major disadvantage trying to price international deals, and if you were to combine all the Canadian banks into one \$400-billion institution, our competitiveness wouldn't change one iota."

Barrett seems to be thriving in his new corporate, and first, assignments and that he may succeed where his predecessor failed. Perhaps his most attractive quality is a down-home modesty not common to Canadian bank chairmen. "Time will tell whether I have the qualities for this job," he said. "But I've been in banking 27 years, and you can teach a ponyboy any business after 27 years. After all, it's not brain surgery, and we have an expansion team in place. I like to think there's a taller out there and that one day she will become chairman of this bank."

Matthew Barrett remains an unknown quantity. But the Bank of Montreal has joined the real world at last.

SIMPLE QUESTIONS. SOLID ADVICE.



Q
What can I do today to protect tomorrow?

A

One of the best ways to prepare for the future is to evaluate what changes have happened in your life.

That's what our Family Insurance Checkup is really all about. Your State Farm Agent can learn what changes have taken place in your life, and advise you on ways to update your coverage to better suit your family's growing needs. And your State Farm Agent will review all your policies with you—auto, home, life, and business.

Our Family Insurance Checkup is a good habit to get into. It allows you to feel confident about your insurance and the protection it's providing. Because you never know what tomorrow will bring.



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Customer Service Satisfaction Survey

THE RICHES OF SPORT

HUGE TELEVISION REVENUES ARE PROPELLING THE NEW SEASON OF THE BIG DOLLAR

She is only 14 and she has only been playing professional tennis just over a month, but already a clothing company and a racket manufacturer have agreed to pay Jennifer Capriati, a Grade 8 student from Wesley Chapel, Fla., more than \$3.5 million over the next five years. Capriati is only the latest athlete who has caught the tidal wave of money sweeping the sports industry. Late last month, the NHL's Buffalo Bills agreed to pay star quarterback Jim Kelly a record \$24 million over the next seven years. A year ago the Dallas Cowboys were sold for a whopping \$180 million, and television schedules are brimming with all of varieties, including special skating appearances by 1988 Winter Olympics gold medallist

short Karima Witt of East Germany who has turned professional. Said Los Angeles Kings owner Bruce McNall: "We are just seeing the beginning of an explosion in sport."

It is the season of the big dollar. Next week, North America's 28 major-league baseball teams will begin their lockout-delayed season with a record 151 players on their payrolls who will earn \$1 million or more this year. When the NHL playoffs and Masters Golf Tournament get under way next week, they will be only the latest addition to the booming business of sport. Fed by television advertising—and events featuring everything from the artistry of Wayne Gretzky to the boorish behavior of writers—the sports industry has become North America's 22nd-largest industry, adapting even the petroleum, lumber and air-transportation sectors. The big money has touched every aspect of sport. It can be found in the series of multimillion-dollar television contracts, such as professional football's new four-year, \$960-million deal with NBC, the rise of the \$3-million men in baseball and a new level of marketing opportunities for companies and athletes selling everything from underwear (hockey baseball pitcher Jim Palmer) to luxury cars (golfer Jack Nicklaus).

STORY: The prospects for continued bliss in the marriage of sports and television, with its glamorous images of sex, power and conquest, are very bright. Transatlantic baseball and hockey leagues are being organized, the European market for televised sports is flourishing, and monopolies across North America are building luxury private boxes in big stadiums to cater to wealthy corporate clients. And owners such as McNamee, who along with his wife, actress Joanie Jones, are basking in the sports spotlight in Los Angeles (page 46).

But the sports boom has many critics. Bruce Rodd, a star Canadian middle-distance runner in the early 1960s, who is now an associate professor of physical education at the University of Toronto, says that professional sport has been hurt by rampant commercialism. Some critics also complain that many sports have been so co-opted by advertising that the players resemble little more than walking billboards. And with so much money at stake, some governments are now openly promoting sports gambling, even while antigambling groups attempt to restrict the phenomenon (page 36).

According to the WITS Group of Pennsylvania, a private economic-planning firm, total revenues generated by sports of all types in Canada and the United States—from the sales of tickets to the purchase of tennis shoes—a total of \$58.5 billion annually. And over the next 10 years, WITS projects that total spending on sport in North America—on everything from ski trips to luxurious resorts—will nearly double to \$110 billion. By the turn of the

Witt: Jordan (right): a voracious appetite for sports programming, with its images of sex, power and conquest

millennium, WITS also predicts that U.S. and Canadian companies will be spending \$12.5 billion per year on sports advertising—10 times as much as they currently spend. And globally, WITS estimates that sports advertising will increase more than sixfold to \$30 billion.

MEANING: As well, record-breaking athletes are spending more money than ever before on products and services ranging from tennis rackets to golf equipment. The Toronto-based sports marketing firm Christopher Long & Associates estimates that Canadians spent close to \$4.5 billion on sporting goods in 1989 (a 21.6 per cent increase over \$3.7 billion in 1987) and another \$3.7 billion for the use of facilities at no extra charge, fitness clubs, golf courses and housing sites. In total, according to estimates, the average Canadian family spent about \$400 to participate in sports in 1989—and nearly two-thirds of that money went to athletic shoes, ski outfit, gym wear and other equipment.

But television, with its voracious appetite for new sports programmes, is clearly the most powerful force propelling the business of sport. Audiences worldwide seem to have an insatiable thirst for ever more diverse fare, and until technology places a growing array of sports on television, Roger Werner, president of NBC Inc., a 24-hour-a-day sports channel that reaches 65 million American households, says that the growth in U.S. cable networks and sports specialty channels has created new television audiences, as well as growing demand for more obscure sports to broadcast.

Some industry executives say even gambling that sports will be able to compete against expensive prime-time dramas in the future. In the United States in recent years, prime-time entertainment programmes have consistently come third in the ratings behind network leader NBC and second-ranked CBS. But Jay Rosenblatt, vice-president of programming for CBS Sports, is countering with a plan to use sports programming, primarily the baseball playoffs and World Series, to conquer its prime-time opponent over the next few years.

FORUM: The forces struggle among the networks and cable companies for the right to broadcast sports has led to bidding wars that are just as competitive as a soldier's death playful of game. The resulting contracts have been as large and lucrative that they have changed the very nature of professional sports. The sports fan, who was once the foundation of every successful franchise, has been pushed aside by corporate interests and television, becoming a bit player on a large stage.

In fact, major-league baseball and the NFL now earn more money from television contracts than ticket sales. Indeed, some leading sports executives say that they believe this will become disillusioned with the type and commercialities of mainstream sports. And while the NHL has yet to sign a major U.S. contract, the use of the TV contracts for the other three major professional sports has been accosted by television veterans. John Werner,



PHOTOGRAPH BY JEFFREY M. COOPER



old Mariano: "What's driving the hyperinflation in TV sports is increasing competition and a shortage of good products."

That practice has resulted in a financial windfall for major professional sports franchises. All 30 major-league baseball teams will receive \$17 million per year from 1996 through 1998 as a result of a \$1.3-billion contract signed with CBS in 1984. In addition, baseball will receive a further \$480 million from CBS to carry 175 games per season over four years.

BASKETBALL: The NBA, led by such stars as Michael Jordan of the Chicago Bulls, has also shared in the television bonanza. Last year the professional basketball league signed a new four-year contract with NBC worth \$730 million, up from \$397 million in the league's previous deal with CBS, which ran from 1986 to 1990. Despite the seemingly huge television payoffs, Jerry Buss, the silver-haired owner of the former world champion Los Angeles Lakers, predicts that future contracts will be even larger. "We have just begun to scratch the surface of where television fees will be."

A glimpse into just how rich the future of professional sports can be occurred on March 8, when the owners of the NBA's 28 teams signed a \$965-million broadcast deal with NBC. The agreement followed a series of television contracts with other networks that will pay the NBA \$3.3 billion over the next four years. As the NBA's owners predicted, the NBC deal will add two new teams in the playoffs and one more week of annual play. Says Pat Bowlen, an 84-division businessman who owns the NBA's Denver Broncos: "Leagues and teams could not exist without TV revenues. But where would television be without sports?"

BIGGEST: And while they're following for the rights to broadcast major professional sports, the networks are also investing ever-increasing amounts in amateur sporting events. They range from the Olympics and U.S. college basketball games to Canadian college football, hockey and volleyball. In 1989, NBC paid a record \$481 million for the rights to the 1992 Summer Olympics in Barcelona, and last November CBS paid a record \$1.2 billion for a seven-year contract to broadcast the National Collegiate Athletic Association (NCAA) championship.



Copyright 85.6 million over the next five years for a 14-year-old.

Sam Bost

"We have just begun to scratch the surface of where television fees will be."

basketball tournament. Said CBS's Roseman: "When you have so many major contests coming up for television at the same time it creates a sense of frenzy."

But while corporate sponsorship and tele-

week, will never have a named corporate sponsor. He also says that he wants to guard the tradition of featuring commercials to four minutes an hour, compared with an average of 13 minutes at other major tournaments. Said Bost:

"When you get commercials involved, it takes the focus away from the golfer." Harlan adds that he particularly likes the tournament arrangements that don't turn the players into walking advertisements.

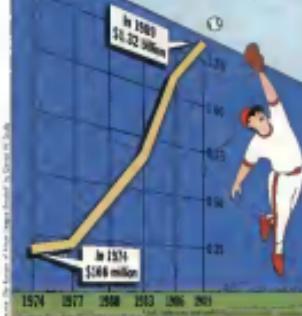
Health: And while they're following for the rights to broadcast major professional sports, the networks are also investing ever-increasing amounts in amateur sporting events. They range from the Olympics and U.S. college basketball games to Canadian college football, hockey and volleyball. In 1989, NBC paid a record \$481 million for the rights to the 1992 Summer Olympics in Barcelona, and last November CBS paid a record \$1.2 billion for a seven-year contract to broadcast the National Collegiate Athletic Association (NCAA) championship.

Sam Bost

"We have just begun to scratch the surface of where television fees will be."

A GRAND SLAM

Major league baseball owners' total revenues* (in billions)



son contracts generate huge revenues for owners and players, critics complain that many sports have virtually been taken over as an advertising vehicle, and that it's a new element in which the influence of money is an advantage in professional golf.

That encourages the local orga-

nizers

of each of the 50 annual tournaments to find a

sponsor who will agree to pay

the cost of half the advertising

time on television broad-

casts

of the event or set up most

of its prize money,

which this year will average

about \$1 million per tournament.

Finally 32 of the PGA's 50 tournaments now are named

for a sponsor. As well, the

PGA Tour has 52 official sup-

pliers

of goods and services

for all of its events.

But the blurring of the dis-

tinctions between the sport

and its promotional function

disturbs many golf traditi-

onalists. Ward Hodge, for one,

the chairman of the 56-year-

old Masters golf tournament,

says that he hopes that the

annual classic in Augusta,

Ga., which takes place this

weekend, will never have a named corporate spon-

sor. He also says that he wants to guard the

tradition of featuring commercials to four minutes

an hour, compared with an average of 13

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"The key to my business is this little gear right here."



Your insurance broker knows how special your business is. It's not like anybody else's. It has its own needs, its own problems, its own way of doing things. That's why a skilled

independent insurance broker is uniquely qualified to custom-tailor the right policy for your key business needs. He'll get you the depth of coverage that's essential — yet he'll always be sure to

respect the importance of your bottom line.

You can rely on your local broker. He not only knows his own business, he'll work to understand yours.

Your insurance broker understands.





The way to be more healthy minded about the food you eat is to take a serious look at reducing your intake of fat and saturated fats as recommended by the Canadian Consensus Conference on Cholesterol.

LIGHT HEARTED FOR THE HEALTHY MINDED.

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Bevel Light, a delicate, natural taste. For the healthy minded.



BEVEL TAKES YOUR HEALTH TO HEART

*Bevel Light is suitable for dietary-reduced diets.

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COVER

helic steroids and other performance-enhancing drugs. Says Kidd: "Athletes and as shaping, sculpting and putting their bodies to meet the marketplace requirements."

In Johnson's case, his coach, Chester Francis, transformed him from a skinny teenager into the world's fastest man—and Johnson's earnings were transformed accordingly. The year before the 1988 Olympic Games in Seoul, the runner was earning an estimated \$1 million a year, most of it from lucrative endorsements for various companies. The athletes of Canada and Mazda Motor Corp. of Japan. But when teams in Seoul exceeded his quota of 100 performance-enhancing steroids, Johnson lost not only a gold medal but also potential endorsement revenues worth an estimated \$10 million.

Bevel. The race of the century is also forcing universities in the United States into a high-stakes fight for television revenues. Indeed, while the 25 NHL teams have maintained a united front in their negotiations with the networks, U.S. universities have fought among themselves for the huge fees from national television contracts. In February, Notre Dame University in South Bend, Ind., signed a separate, \$45 million deal with NBC to broadcast six of its home games each year for the next five years. In doing so, it defected from the College Football Association, an alliance of 64 universities attempting to negotiate a comprehensive deal with NBC and CBS. The Roman Catholic university, whose Fighting Irish football team has won more than 100 games, has become part of America's elite, has one of the highest TV ratings of all U.S. schools. Within days of Notre Dame's defection, the other association members had to settle for \$80 million less—\$360 million—in order to obtain a five-year deal.

In some instances, the pressure on communities to attract and keep major sports franchises is almost as intense as the pressure on athletes to win. In the '80s, area powers are considering developing a number of venerable old sports arenas, including the Montreal Forum, the Boston Garden and Chicago Stadium, in order to generate more revenue by building larger stadiums. And since player contracts alone cost millions, teams need large mafis to generate more money. As well, some communities are selling the valuable land that these old arenas sit on to obtain large property increases. The Vancouver Canucks and Whi-

te Jets are now trying to pressure their city councils into financing new arenas. Jets president Barry Shmakow says that a state-of-the-art arena with a capacity of about 20,000 seats should have at least 2,000 seats set aside, either within private boxes or in special suites, that can be sold for an average of \$4,000 per season. Adds Shmakow: "You just can't compete if you haven't got the corporate community behind you."

Driven by the hope of profits and the

30 municipalities, including Boston, Miami and Seattle, have approved the six, along with establishing expansion teams in their cities. As a result, the NHL has formed a committee of team owners to examine the possibility of awarding three new franchises, at a cost of \$30 million each. And that cost will likely soar even higher in future. Says Alan Eagleton, executive director of the National Hockey League Players' Association: "A lot of people are reading into there saying, 'If I could only get a sports franchise, I could easily make a fortune.'

Even though North America already appears to be a consolidated market, sports promoters are attempting to form two more professional hockey leagues and a new football league. Gordon Steinhauer, president of Cleveland-based Gordon-Thomas Communications Inc., is trying to organize a northern North American Hockey League, which would operate in northern cities beginning in November. Even more ambitious is the Global Hockey League proposed by Michael Gogos, a former owner of the Winnipeg Jets, in which 10 teams in North America and a minimum of six European teams would begin play in November.

Operating. Competition with teams in similar undersized European cities is also the cornerstone of the proposed 12-team World League of American Football (with 100 team owners as its shareholders), which is scheduled to begin play in March, 1993. Tom Wolf, the league's president, Joseph Ballou, says that he hopes organizing the new league, which began operating in late 1988 by AAC and NBC executives who were convinced that both TV audiences and sponsors would

support a spring league with a schedule running from March until June. Salt Lake president Tex Schramm, former president of the Dallas Cowboys, "We believe American football will be one of the leading tendencies as the world moves in the new era of globalization in the 21st century." Indeed, as the big business of sport continues to boom—perhaps by television, and an increasingly health-conscious society—the world is on the verge of being turned into one giant playing field.

TONY FENNEL, and DAVID JENKIN with JULIE CAZZI, DAVID TOSCO, JOHN DACE and MICHAEL MARDISON in Toronto and ANNE GREENUP in Los Angeles



Getting the spectacular out of the multimillion-dollar men

PHOTOGRAPH BY MICHAEL GOGOS

A PROMOTIONAL GAMBLE

MILLIONS ARE RIDING ON STAR ATHLETES

The tears in The Great One's eyes sent millions of hockey fans into mourning. The howl came on Aug. 9, 1988, the day when Edmonton Oilers owner Peter Pocklington announced that he had sold Wayne Gretzky, the greatest hockey player in the world, and a Canadian legend, to the Los Angeles Kings for \$18 million. The Kings, who had been a business outfit throughout much of their 21-year history, were taking a big gamble on Gretzky's ability to expand the Kings' ticket, advertising and television revenues fast enough to pay for the deal. In retrospect, it was a waltz win. The 29-year-old center's athletic grace, major heroes and star quality have proved so profitable that the deal has already paid for itself in 30 months. Said Kings owner Bruce McNall: "I have been accused of grand theft Pocklington, but I don't consider how important Gretzky was."

Gretzky's leap into the most highly promoted sports arena in North America could hardly have been better timed. Sports marketing, the use of athletes like Gretzky to promote products and services, is blossoming across the continent. Gretzky's move came as North American corporations' total spending on advertising is growing by five to ten per cent a year, while the proportion that they are devoting to sports marketing is increasing by 10 to 12 per cent a year. In 1988, Canadian corporations spent almost \$1.2 billion on sportswear advertising, promotional event sponsorship and sports celebrity endorsements. In the U.S., U.S. corporations spent \$3.1 billion. Unsurprisingly in a year almost short of record破紀錄, Toronto-based president of Coca-Cola Ltd. of Canada, The soft-drink giant is devoting 30 per cent of its 1989 ad budget to sports advertising, including Gretzky promotions, up from 27.5 per cent in 1988.

Executives say that latching their company names and logos to players or sporting events often pays off in spectacular increases in sales. During the Super Bowl, Nike, the Portland, Ore.-based athletic-fitness manufacturer, flooded television viewers with an estimated \$1.5-million live-on television in which



Montana: with the financial rewards come major risks

promoting star players with no products is a key reason why Nike's U.S. sales, which soared to \$1.4 billion last year, are continuing to increase at 25 per cent per year.

But with the financial rewards to be found in sports marketing come major risks. When Ben Johnson sprinted across the finish line in the 100-m race in the 1988 Seoul Olympics, to \$76,000 per meter. Since his arrival, average attendance has jumped to 15,475 from 11,667, ticket revenues have climbed to \$425,000 from \$293,000 per game, and advertising revenues have tripled, to more than \$4 million a season.

Mike: Gretzky has also helped the Kings to reach beyond the affluent southern California market. Prior to Gretzky's arrival, only one radio station broadcast Kings games, but currently 35 stations, including outlets in Texas, Nevada and Arizona, carry the games. Gretzky has also spurred an explosion of arenas across the United States for a wide range of Kings products, including arenas, parking and stacks. But the arrival of Gretzky, the most famous sporting goods chain in California, has driven only three Kings arenas. But the demand for Kings products is so great that Oshman's and the Kings are negotiating to establish Kings specialty shops in all of Oshman's 35 West Coast stores. Said McNall, a man fond of filet mignon: "Gretzky is as good as Campbell Soup Co. Ltd. and American Es-

press Co. San Francisco 49ers quarterback Joe Montana, age 35, who earned \$2.3 million last season, after another \$1 million yearly in endorsements. Montana's latest venture is a long-distance manufacturer, L.A. Gear of Marana Del Ray, Calif., which last February signed to pay the quarterback \$2.6 million

over the next three to five years for his public and apparel.

While Gretzky benefits from increased exposure in Los Angeles, Kings owner McNall is also making additional millions off his star player. Team spokesman says that, presently

earns an average of \$11 million per year through endorsements. Jack Pichman earned just \$116,000 on the professional tour in 1988, but he picked up an estimated \$9 million through advertisements and promotions. Greg Norman, one of the current stars of the tour,

earns about \$10 million a year endorsing everything from golf balls to hamburgers. Says Norman: "Nobody who isn't around professional golf can even conceive of how much money there is available to us."

Apart from conventional television advertising, corporate names and logos are to show up almost everywhere at the pro level. Pro golfers have become walking billboards, carrying the sponsor's name or logo on the covers of their caps, the sleeves and bodies of their shorts and their golf bags. Professional players have turned the relatively limited competitive clothing into valuable advertising space, while downtown stores frequently feature their home advertisements, with corporate logos on nearly every piece of their suits and equipment. Said Gentry's agent, Michael Barron: "During the Winter World Cup, my Canadian short, Bob Boyd, wore Paul's name on his belt, short, worn across the finish line and strapped to a golf bag, dressed a Pop lacrosse cap and those Pop quick-stop canisters to the kids."

Action. Meanwhile, some corporations pay millions of dollars to ensure that their names become incorporated into the title of a sports event or program. Indeed, two of Canada's most popular television programs are officially called *Milano Hockey Night in Canada* and *Labatt's Blue Jays Showoff*. In addition, product names show up during the television action as well as during the ads. The NHL, for one, has developed a lucrative source of revenue by selling advertising space on the boards around the rinks. Says Edmonton Oilers president Glen Sather: "It's the best deal going for advertisers. They get their name in front of a crowd of eight legs."

Coke and archrival Pepsi-Cola Co. are helping to drive the sports-marketing boom through their star-athlete endorsements. Coca-Cola launched its first athlete in January, 1986, by naming its advertising spokeswoman, singer Boy George. Four-time World Series tennis champion Chris Evert and Gretzky followed in to date from Pepsi. In the latest, singer Ray Leonard says: "I have a new life now. Just call me Super Frito."

Better. Pepsi responded with an ad showing Montana challenging the athletes who endorse Coke to a taste test comparing diet Coke with diet Pepsi. Says Montana in the ad: "Come on, Miss Whistlestop, I'm saving." Pepsi's also-clearing victory for its Super Bowl campaign, because Montana was the game's most valua-



Gretzky-Joyner competition for a handful of athletes

'NOBODY CAN EVEN CONCEIVE OF HOW MUCH MONEY IS AVAILABLE TO US'

able player. Said Rebecca Maseris, representing Pepsi in Somers, N.Y.: "Every time Maseris scored a touchdown, we can see the blots on that. You cannot ask for better publicity than that."

While Maseris, Gertsen and other apparently aqua-clad athletes, such as Florence Griffith-Joyner, are popular investments, the downfall of Ben Johnson showed how dangerous sponsoring individual athletes can be. As a result, many companies now insist on the right to cancel a sponsorship contract if an athlete becomes disreputable for his sport or is convicted of a crime. Says Maseris: "Now, every company is asking for a morals clause."

Rising: There are other perils associated with the high and expensive sports豪華品。While the planes used are inexpensive, others take a different view. During the time that golf enthused F. Ross Johnson ran the food-and-tobacco conglomerate R.J. Reckitt & Sons of Atlanta from January, 1985, until February, 1989, the firm paid Reckitt \$1 million a year to play with drivers. Also during Johnson's tenure, the company spent more than \$70 million a year on sports sponsorships—including everything from auto-race and motorcycle swing to World Cup soccer championships. All of their activities were skewed to customer hospitality, like visiting the president of a grocery store chain to play with Necks," said a former R.J.R. employee, who asked not be identified. "Ross would tell you those promotions all paid out, but that didn't cover his another \$1 million of R.J.R. products because of that experience."



Trying on sports apparel: spectacular sales increases

THE PROFITS OF PARTICIPATION

Although sports fans are spending millions on travel, gear, and television networks are laying out record amounts to broadcast the events, even greater expenditures are made by those who want to actually participate in the sports they watch. Indeed, in 1988, so-called recreational athletes in Canada spent nearly \$4.5 billion on products and services ranging from hiking trips to fitness clubs

and racquets, the demand for equipment can be overwhelming. The sporting goods trade store in downtown Toronto is so popular among fitness enthusiasts that it employs a staff of 500 during peak seasons—and police officers are required to direct traffic around the store on Saturdays. Sales figures for 1988 show that more families spent up to \$3,000 on one shopping trip. Adds shopper Gordon Colley, who recently spent \$400 on "When you go shopping, you have to have the right idea."

And industry analysts predict that spending by weekend athletes will likely continue to increase. A study published by the St. Louis-based weekly *Sporting News* magazine in Janu-

ary cost the corporation about \$24 million last year, and the Grand Prix of Texas, which cost a further \$4.2 million.

Other companies are also finding that some sports sponsorships are becoming too expensive. In 1989, Imperial Oil Ltd. severely cut back its \$400,000-per-year sponsorship of amateur swimming in Canada, and the Royal Bank of Canada dropped its \$500,000 annual investment at the Junior Olympics in 1988, after 15 years. Peter Case, vice-president of advertising for the Royal, said that the Junior Olympics program simply did not have a high enough exposure to make the investment pay. Added Case: "Instead, we are supporting figure skating, which has a clear business link—we are the bankers for the Canadian Figure Skating Association."

Skating: But most executives still insist that their sports sponsorships are one of the best methods of maintaining a well-defined image, especially. Says Case: "It's possible to actually which advertising follows the most sales and communicate to them very effectively." As well, television, radio, and newspaper coverage of sporting events that stretch over a number of days, like figure skating, puts the company name and logo before a mass audience for an extended period. Case says that this prospect was another reason that led the Royal Bank to sponsor the Canadian national figure-skating championship in Sudbury, Ont., in February, and for the next two years as well. Declared Case: "It's an added opportunity to use television airtime for commercial purposes." And as mass firms such as the Royal struggle to find an audience for The Great Game, who will retain an audience and die through increased revenues, the competition is becoming as hot as the seventh game of a Stanley Cup final.

TOM FENWELL and ANN WILHELMSEN with DAVID TOWNS in Toronto and ANNE DREDGE in Los Angeles

ary estimated that Americans spent \$59 billion taken, part in sports in 1988, up by more than \$2.4 billion from 1983. The study attributes the growth to more disposable incomes and a growing participation with improving personal health. Says Gertsen: "It's a great time to be a sportsperson." The participation aspect is where the big bucks are realized, since some of the biggest winners in the sports industry are the business executives who sell the equipment to enable their real-life heroes.

DAVID TOWNS with ANN WILHELMSEN in Toronto



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The field at the 1969 Queen's Plate in Toronto: horses 'bet just to get even'

THE WINNER TAKES IT ALL

BETTORS SET RECORDS OF THEIR OWN

As they watched heavyweight boxer champion Mike Tyson crumple under a barrage of bone-crushing blows from James (Buster) Douglas in Pelesey, millions of gamblers also felt a jolt of pain over a caused opportunity. Last Vegas oddsmakers had put Douglas's chances of winning at a remote, yet very tantalizing, 42 to 1, but few gamblers were willing to risk money on Tyson's largely unknown challenger. The two combatants will likely go toe-to-toe again in a rematch later this year, and gamblers predict that a record \$100-million contract for the television rights will likely be accompanied by \$50 million in bets—legal and illegal—on the outcome.

Gambling is big business. North Americans spend more than \$200 billion a year on illegal sports gambling. And in Nevada, the only jurisdiction on the continent where gambling on almost all sporting events is legal, racetracks

handled a record \$1.7 billion in sports bets last year, compared with just \$74 million in 1998. On one race alone, the Super Bowl, Nevada collected \$48 million in legal wagers, while North American law enforcement agencies estimate that more than \$3 billion was riding illegally on the game. But, while Nevada looks like enormous gambling revenues, most U.S. states and Canadian provinces continue to crack down on illegal sports betting, and self-help groups for compulsive gamblers argue that it can quickly turn into a devastating addiction. Indeed, since 1982, membership in Gamblers' Anonymous in North America, Britain, and Ireland has doubled to about 17,000.

Even that despite the advances, most states have started prohibiting bookmaking. The reason they do is that豪赌者 will continue to reap huge financial rewards at the expense of sports betting, continue to

John DALY and EDGARNE DE SANTE/THOMAS

Jenny Vaccaro, who manages the sports betting area at the Mirage hotel and casino in Las Vegas, proceeds from sports betting make up the fastest-growing segment of all casino revenues in the Mirage's sprawling, 11,000-square-foot sports and horse-race betting lounge, up to \$500 bets at a time can vary the odds for dozens of sporting events on gigantic electronic screens and then view the action on any one of 40 television monitors. And Vaccaro said bettors in Nevada last week wagered over \$35 million on the U.S. college basketball championship tournament.

Cash In search of cash on the public's growing obsession with sports gambling, the British Columbia Lottery Corp. introduced a lottery game called Prairie Select last October. Bettors buy scratch-off tickets, costing \$10 each, for a chance to win \$10,000 every weekend. They can pick the winning ticket and whether the margin of victory is by one, two, three, or four or more goals. Winnings can be as much as \$5,000.

But not all National Football League officials are anxious about the growth of legal betting on their games. Their concern over corruption was underlined last August, when then-commissioner of baseball A. Bartlett Giamatti banned Cincinnati Reds manager Pete Rose from baseball for life for allegedly betting up to \$5,000 on baseball games, including some involving his own team. Clearly, baseball officials are anxious to avoid a repeat of the 70-year-old Black Sox scandal, in which eight members of the Chicago White Sox were banished from the game after being charged with accepting bribes from gamblers to throw the 1919 World Series against the Reds.

Police say that the growing involvement of gamblers in gambling has given the industry an air of respectability. But Det. Sgt. Gerry Taylor of the Metropolitan Toronto Police's Morality Bureau says that gambling is not a victimless crime because it often destroys individuals and their families. Det. Toronto bookmaker who asked not to be identified, agreed with Taylor, noting, "Morality [that almost all of his clients are working-class people, yet they typically bet more than \$1000 apiece on 10% gains each week. Said the bookmaker]: 'It is a sickness. If they are losing, they just bet to get even.' Clearly, whatever the results on the playing fields, the odds are that bookmakers will continue to reap huge financial rewards at the expense of sports betting, continue to

AN EARNINGS EXPLOSION

WEALTHY ATHLETES, MORE MONEY

For millions of North American baseball fans, there are few moments more eagerly anticipated than the start of the 162-game major-league season. For several weeks, however, the year's edition of the annual spring training roundup sponsored by *SPORTS*, in players and the owners of the 28 major-league teams found themselves enthralled in a little-televised dispute. Finally, on March 18, owners ended the lockout that had delayed the opening of training camps by more than a month, and announced that the regular season would commence on April 9—two weeks later than originally scheduled. Last week, as teams began their round of pre-season exhibition games in Florida and Arizona, players were clearly relieved to be stretching and muscles, throwing a ball and swinging the bat. And the mounting resentments of the dispute were already settling under the warm spring sun.

Although the latest battle over sharing baseball's \$1.2 billion in annual revenues has been tactical, the struggle will almost certainly resolve when the new contract expires in 1994. As television and media, professional athletes are understandably demanding a far larger slice of the financial pie. And the television contracts and growing rapidly. New series of contracts will enter the 1997-98 season over the next four years.

Bell The players say that they will not be completely satisfied until they win the unrestricted right to sell their services to the highest bidder. Like Hollywood stars, they contend that the value of revenues from broadcast rights "will not exist without their performances." But the owners warn of bankruptcy and mass layoffs if such terms prove unacceptable. In a recent article in the *University of Texas Law Review* and author of *The Business of Major League Baseball*, "It is TV that is driving up the salaries."

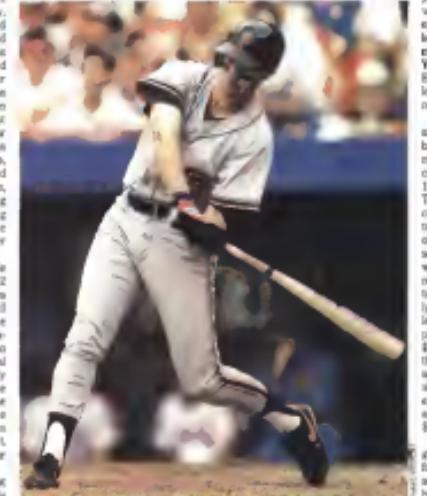
Still Wayne Gretzky, who will earn \$30 million over the next 16 years from the Los Angeles Kings, and Michael Jordan's \$100 million deal can be accommodated. "There is as much money involved that players can command," says the league's executive director.

The salary explosion can be attributed almost entirely to television. In 1991, new tele-

vision where even journeyman players are becoming millionaires. They are becoming rich because NBA players get a fixed \$5 per cent of the NBA's gross revenues, or \$125 million in 1993, a share that team owners and the NBA Players Association agreed upon in 1983. NBA officials estimate that the league's new four-year, \$350-million TV deal will raise the average player's salary to nearly \$1 million by 1993. The league's highest-paid player, New York Knick center Patrick Ewing, 27 and a four-year league veteran, will earn a reported \$4.5 million.

Bolden The most recent salary jumps have occurred in baseball, where the average major-leaguer's salary has increased by about \$65,000 in 1990 from \$65,000 in 1988. The prime reason for the increase is free agency, a system that allows players without contracts and with six seasons of experience to sign with the highest bidder. The resulting bidding wars for the top players have provided highly lucrative for most major leagues—nearly 142 ball players will earn more than \$1 million this year. Indeed, the past four months have seen a succession of record signings, including such players as the San Francisco Giants' Will Clark, who signed a \$44-million deal.

Owners and managers argue that the costly tag of war for star players, stars, and even for some lesser players, nevertheless favors wealthy franchises with well-known athletes, such as those in New York City or Chicago, over teams from smaller markets, such as Montreal and Seattle. Since the end of the 1989 season, the Expos, for one, have lost four players to free agency to the bidding pitcher Mark Langston, who signed a four-year \$16-million deal with the California Angels. Said Expos manager Buck Rodgers: "It is TV that is driving up the salaries."



Clarke: a salary explosion attributed almost entirely to television

HOCKEY PLAYERS STILL SUFFER POOR-COUSIN STATUS AMONG ATHLETES

during the 28-day lockout. The players wanted to roll back eligibility for free agency from three years to two, while the owners sought not to budge from the current system. In the end, the two sides agreed that the salaries of 23 per cent of players with between two and three years of service could be subject to arbitration.

Professional baseball owners would like a plan similar to the one used in professional basketball that has already slowed the growth of team payrolls in the NBA, while guaranteeing labor peace by giving players a share of soaring league revenues. In 1983, when more than half of the league's 23 teams were losing money and at least four were in danger of failing, basketball players agreed to an arrangement that guaranteed 53 per cent of NBA revenues would go to salaries. Since then, league revenues have grown to a projected \$600 million in 1988 from \$160 million in 1980, and both players and owners have benefited. Said Chicago Bulls owner Jerry Reinsdorf: "There is a partnership between owner and player."

Impressed by the NBA's recent success, since U.S. football fans owners also favor the concept of a salary cap. The league will earn a staggering \$4.3 billion over the next four years from television agreements signed with U.S. television networks. This will help the owners pay for rapidly escalating player salaries, which account for roughly 60 per cent of team costs. In 1988, the average NHL salary jumped 44 per cent over the previous year to \$200,000. Said Philadelphia Eagles owner Dennis Beaman:

absorb major salary increases because nearly half of the league's 21 teams will not earn a profit this season.

NHL players and their agents dispute the owners' pessimistic assessment. Edmonton-based player agent Rick Waterman maintains that the league's total player payroll of \$122.5 million sets up less than 30 per cent of league revenues, well below the 50-per-cent level in most professional team sports. Added Buffalo Sabres player representative Denis Kennedy, a rugged defensive end: "Players want the league to be strong, but we also want a fair payce."

Despite mounting concern over the wage spiral, which also includes extra money if a team passes specific attendance figures, many sports industry experts agree with player agents that star performers contribute to a team's financial health far in ways that more than justify their large salaries.

Wages: In fact, sports economist Scully used revenues and teams to help determine that Boston Red Sox pitcher Roger Clemens—winner of two consecutive Cy Young awards in 1985 and 1987—contributed \$4.8 million in revenue for the team in 1986, when he had a 20-win record of 34-4. And while Buffalo quarterback Jim Kelly, a former Heisman Trophy winner, passed the NHL's then-leading Buffalo Sabres in 1986, season ticket sales increased to \$25,000 from \$16,000 in a single year, and the team went on to win two division championships. And last week, as league fans filled the stands at Phoenix and Arizona ball parks, the ever-spending salaries of their heroes appeared to be far less important to them than the return of one of North America's most revered—and richest—summer pastimes.

DAVID TODD with ANNE GRIFFIN in Los Angeles

REGAINING LOST GROUND

While salaries in other professional sports have been steadily increasing, making salaries of even modestly successful athletes, players in the long-slogging Canadian Football League have been losing ground. The average CFL salary fell to \$34,058 in 1988, compared with \$35,137 in 1987 and \$36,337 in 1986, when it reached an all-time high. For the players, the choices of an improvement are slim. In 1988, in a desperate attempt to keep costs

PLAYING FOR RICHES

Top annual basic salaries, 1988

Player	Team	Salary
Will Clark	San Francisco Giants	\$4,500,000
Dave Stewart	Oakland A's	4,200,000
Mark Davis	Kansas City Royals	3,900,000
Marie Lemieux	Pittsburgh Penguins	\$2,400,000
Wayne Gretzky	Los Angeles Kings	2,064,000
Mark Messier	Edmonton Oilers	990,700
Patrick Ewing	New York Knicks	\$4,000,000
Magic Johnson	Los Angeles Lakers	3,720,000
Michael Jordan	Chicago Bulls	3,060,000
Warren Moon	Houston Oilers	\$1,800,000
Dan Marino	Miami Dolphins	1,740,000
John Elway	Denver Broncos	1,710,000

the NHL, like a major U.S. television networks contract. Hockey players have always suffered poor-cousin status among professional athletes. The average NHL salary of \$188,000 is the lowest of the four major professional sports. While more than 140 major-league baseball players and more than 70 NBA players currently earn salaries of \$1 million or more, only 24 NHL stars—Marie Lemieux and Gretzky—will do so this year. Whomping jets-owner Barry Sherman says that most NHL teams cannot

raise the league's \$3-million-plus team salary cap. Still, only three of the eight CFL teams managed to earn a profit in 1988.

Only two years ago, the CFL almost went dissolved when its television and gate revenues declined. One franchise, the Montreal Alouettes, went out of business. But Donald Grang, who became CFL commissioner last January, says that the league is rebounding. For one thing, total attendance, which had been declining for years, stabilized at 1.8 million in 1989, and the league signed a three-year television and promotional deal with CTV's Ovation 106, which pays each team about \$700,000 per season, roughly double what they received under the previous TV contract. And while none of the

teams is prosperous, they are not as dismal as sometime before, while the situation early in 1989 when new owners had to rescue both the Hamilton Tiger-Cats and the British Columbia Lions.

The CFL has also half地 gone into its two-year collective agreement by allowing it to automatically negotiate new and post-season salaries if league revenues fall below a specific level. Meanwhile, CFL players have the only collective agreement in professional sports that provides for unrestricted free agency, allowing athletes to sign with the highest bidder. But, until the teams can afford to wage real bidding wars, that benefit is clearly a limited one. □

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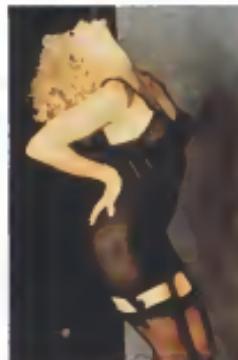


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PEOPLE

Dancing in vogue

Pop star Madonna, Louise Veronica Ciccone, simply known as Madonna, will soon create a sensation—on the dance floor. In her new music video, *Rhythm Nation*, Madonna strips and strikes a series of sexy model-like poses that make up a dance called Rhythmique, which disc jockeys predict will now become the new nightclubs craze. The song *Rhythm*



Madonna: the new club craze

from Madonna's latest album, *Like a Prayer*. *Musician* and *Inspired* by the *Flintstones* Tracy. The new album also features her duet, *I'm Falling* You, with sometime boyfriend Warren Beatty. The couple are costuming in the movie *Dark Tracy*, to be released in June. Madonna stars as the blonde Malibu sex-a-nightclub aria with looks to the moth who attempts to seduce detective Tracy (Beatty). Said Madonna: "We're just perfect together."

An actor's naked confessions

Canadian actor Leslie Nielsen claims that he has obtained the most straight-after job in Hollywood—starring role in the sequel to the 1988 hit comedy *The Naked Gun*, to be filmed this summer. "Making the first movie was

so much fun, we all rushed to work early so we could laugh early—and we'd get out," he says. "People were saying, 'We work on it for free—I'll pay to be in it.' " The 64-year-old Regina native, who will star in the upcoming comedy *The Revenant*, a follow-up to the 1973 horse movie *The Hunt-*

er



Older and wiser

Montreal pop singer Casey Hart says that being a teen idol was overwhelming. "I attracted screaming fans who liked me because they thought I was good-looking," recalled Hart, whose album *Boy on the Run* was a 1985 hit. By 1987, he says that the pressure to perform exhausted him and he quit touring. Now, at 32, Hart is starting over with a new album, *Ring*, and a summer tour. Added the singer: "Now, I have a better balance in things."

Hart: "attracted screaming fans"

THE JOY OF ACTING IN POLITICS

Actress Glenda Jackson says that she would gladly give up the stage and screen for politics. Last week, the 53-year-old London resident, who was best actress Oscar in 1979 for *Women in Love* and in 1973 for *A Taste of Honey*, was chosen by Britain's opposition Labour Party as a parliamentary candidate in a North London riding now held by the Conservatives for the next general election. Jackson said that this nomination gave her "greater pleasure" than her Oscars. Added the actress: "This is one of the proudest moments of my life."

Flying solo

For the first time in Academy Award history, Oscar winners were restricted to 45-second acceptance speeches. Most of the men who took the time to thank four even for their support. But none of the women winners acknowledged their husbands—not even Jessica Tandy, who took the best-actress award last week for her role as the widow in *Driving Miss Daisy* (not married). Married for 47 years, Tandy and Canada-born Peter Home Crouse are known as the first couple of American show business. Still, when acknowledging her win, Tandy said, "Good for me."



Tandy: breaking with tradition



cist, adds that appearing in silly movies has made him a cult hero. "People know my scenes inside out," he says, "and to touch me—it's wonderful." The flip side is that he is often stereotyped as a comic actor—perhaps correctly. Says Nielsen: "I can't watch serious dramas without laughing."

Taking on tobacco

Smokers are trying new ways to butt out

Like most cigarette smokers, Barbara Young says she has tried to quit for park-day (that's using taxes, not repeatedly lied). Last October, the 30-year-old Vancouver sales representative, who has been smoking since she was 12, decided to try an exotic new high-tech laser therapy. For half an hour, Young sat in a chair at a doctor's office while a technician directed red laser beams at special ports in her ears and hands. Proponents of laser treatment say that its intense release the physical cravings for nicotine by triggering a release of the brain's natural endorphins and endorphins. You might think the therapy helped her quit for three months. But, despite her lung-choking in January, she started smoking again. Now, she says that she plans another session with the laser therapist. "It's used over matter," she says. "You can believe in anything you want."

Like Barbara Young, thousands of Canadians are looking for ways to butt out—and, stay off—cigarettes and other tobacco products. According to estimates prepared by the Toronto-based Non-Smokers Rights Association, about five million Canadians currently smoke cigarettes, down from 7.2 million in 1980. And with increasing public concern over the harmful effects of smoking, doctors, private companies and legal organizations have begun offering a wide array of programs, products and counselling to help smokers quit. Besides laser therapy, addicted smokers have been turning to acupuncture, hypnosis and Acupuncture-style group therapy for help. But addiction experts say that the advertised success rates should be treated with skepticism. Dr. Roberta Francesco, a researcher at the Addiction Research Foundation in Toronto, "There are a lot of methods that have made nice claims, but they don't back them up."

Group smoking involves overcoming both physical and psychological addictions, according to Francesco. She adds that a former smoker may experience physical symptoms of nicotine withdrawal, including difficulty concentrating and drowsiness, as her body readjusts and becomes more emotional. The symptoms will usually disappear within a month of quitting. But the psychological symptoms are harder to eliminate. "In some ways," she says, "it's

comparable to a grief reaction. It's almost like your best friend is gone and you're missing them."

Quitting smoking for Bruce O'Malley meant breaking a 25-year, 30-cigarette-a-day habit. The 39-year-old electrical contractor in Halifax says that he finally succeeded about three

months ago by using a combination of Nicorette gum and a smoking cessation program.

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months ago by participating in a program conducted by the Nova Scotia Lung Association. Called Cigaretteless, the program costs \$60 and involves a self-help approach to quitting. In seven, 60-minute sessions over five weeks, groups of 12 to 20 smokers learn how to handle stress, anger and other types of pressure without lighting up a cigarette. Lung associations in the other nine provinces offer similar programs. O'Malley said that his first few days without cigarettes were "unrealistic." But, for the first time, he managed to quit for more than a day.

Some methods primarily help smokers through the effects of physical addiction. The theory behind Acupuncture, a 3,000-year-old Chinese medical practice, is that smoking upsets the body's natural balance of energies. With relatively little discomfort to the patient, acupuncturists insert thin needles into the earlobes and hands, at roughly the same spots that the laser therapists focus on. Provincial health-care plans do not cover either treatment. Laser therapy, which is available in clinics operated by doctors or private businesses in most major cities, costs about \$75 for a half-hour session. Individual smokers may require varying numbers of follow-up sessions, usually within a three-month period. Acupuncture costs about \$25 a session.

One product designed to help smokers cope with physical withdrawal symptoms is Nicorette, a chewing gum that contains nicotine. The product is tasteless, but creates a strong sensation at the back of the tongue when chewed. Dr. Andrew Lounell, medical director of Toronto-based Merrell Dow Pharmaceuticals (Canada) Inc., and that Nicorette, which is manufactured by a Swedish company, provides an individual with a supply of nicotine that he would normally acquire through smoking. Doc-

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calculation, contains a display panel with two windows. One tells the smoker how many days he has until he must quit, based on information the user pushes into the device. The second window tells the smoker how long he must wait until his next cigarette, based on a schedule the user devices and feeds into the device. The user pushes a button every time he lights up. If

Weston's four-year-old company has about 200 corporate clients, including the Royal Bank of Canada, inc. Canada Ltd. and Transport Canada. The company has not yet gone public, but it has sold 100,000 units. Weston says, "It's not just a myth. It can be controlled. Smokers figure out very easily that if they can go for four

months without a cigarette, then they can go for four

months without a cigarette."

Other programs offer step-by-step methods to break the habit. Toronto-based Smokers' Canada Ltd. organizes six-week seminars across the country that cost participants between \$325 and \$395. Seminar co-ordinator Jennifer Francesco says that during the first four weeks, clients are shown to smoke but they are encouraged to cut down. Smokers then try to change their behavioral patterns as they are smoking less and less. After a month of smoking less, clients are shown to smoke again. The last two weeks of the program, the participants are advised to stop smoking all together. They learn how to cope with emotional and physical stress, including anger and hunger, which will trigger the desire for a cigarette.

Smokers, a 21-year-old company that employs about 80 people part-time, has worked with employees of such corporate clients as Honda Canada Inc., General Motors of Canada Ltd. and Coca-Cola Ltd., as well as an estimated 20,000 individual clients. Francesco claims that 99 per cent of the participants have stopped smoking after completing the program and that up to 70 per cent are still nonsmokers a year later. Declared Francesco, "The premise is that if you give any drug addict a chance to try, they won't. You can't be a little bit addicted."

Other entrepreneurs who have invested in the business say that smokers can indeed be helped to cut back their consumption without quitting. Frederick Weston, president of the Toronto-based Addiction Management Systems Inc., said that his company has developed programs to help people to either quit or merely manage their smoking. Weston said that the management approach is aimed primarily at employees who can no longer smoke at the workplace. He violates his schedule, a banner goes off. Health Innovations vice-president of corporate relations Scott MacKillop said that the company has sold 210,000 of the \$75 devices in Canada. They are advertised on television, and smokers can order by mail or phone. MacKillop said that clinical trials have shown that 25 per cent of Lifesiges users are still off of cigarettes one year after using the device.

Addiction experts refuse to endorse any method of quitting. For his part, George Darvachian, a researcher for the Ottawa-based research centre called the National Clearing House on Tobacco and Health, says that one must quit smoking to be a nonsmoker. He added, "Any course that offers success rates beyond 30 per cent within six to 12 months of quitting is probably phoney."

At the same time, however, experts do not discourage smokers from using any method that might help them quit. "Most people have to try several times," said Weston. "They have to try different things and then find their most effective." Personal determination, O'Malley and other smokers agree, is probably the key to quitting. "It's not a matter of being a saint or not," he said. "It's a matter of being a human being and if it is that you have to work to quit," he said. "It's not going to matter."

INDRA UNDERWOOD with TSM PGH925 in Toronto

months ago by participating in a program conducted by the Nova Scotia Lung Association. Called Cigaretteless, the program costs \$60 and involves a self-help approach to quitting. In seven, 60-minute sessions over five weeks, groups of 12 to 20 smokers learn how to handle stress, anger and other types of pressure without lighting up a cigarette. Lung associations in the other nine provinces offer similar programs. O'Malley said that his first few days without cigarettes were "unrealistic." But, for the first time, he managed to quit for more than a day.

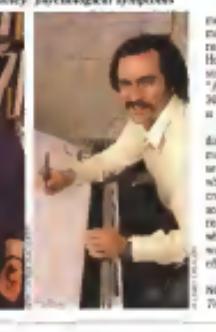
Some methods primarily help smokers through the effects of physical addiction. The theory behind Acupuncture, a 3,000-year-old Chinese medical practice, is that smoking upsets the body's natural balance of energies. With relatively little discomfort to the patient, acupuncturists insert thin needles into the earlobes and hands, at roughly the same

spots that the laser therapists focus on. Provincial health-care plans do not cover either treatment. Laser therapy, which is available in clinics operated by doctors or private businesses in most major cities, costs about \$75 for a half-hour session. Individual smokers may require varying numbers of follow-up sessions, usually within a three-month period. Acupuncture costs about \$25 a session.

One product designed to help smokers cope with physical withdrawal symptoms is Nicorette, a chewing gum that contains nicotine. The product is tasteless, but creates a strong



Technicians treating smoker with laser beams; experts recommend medicines about choices



Toronto Smokers' seminar: trying to change such patterns as smoking while drinking coffee



Frederick Weston (left); O'Malley: psychological symptoms



Indra Underwood with TSM PGH925 in Toronto

calculation, contains a display panel with two windows. One tells the smoker how many days he has until he must quit, based on information the user pushes into the device. The second window tells the smoker how long he must wait until his next cigarette, based on a schedule the user devices and feeds into the device. The user pushes a button every time he lights up. If



Khaushog signing autograph in New York subway station: 'We are good material'

JUSTICE

'Shoe time'

The curtain rises on the Marcos trial

It has the makings of a Broadway hit: money, foreign intrigue and a star-studded cast of characters. The curtain rises this week on the trial of Imelda Marcos, the widowed former Philippine First Lady and owner of thousands of pairs of shoes—including some with battery-powered disco lights attached to the heels. Marcos is charged with plundering millions of dollars from the Philippines and secretly investing it in New York City real estate. Defending her is Gerry Spence, a showboat lawyer-attorney from Jackson Hole, Wyo., who parks his Corvette hot on the table and looks distinctly uncomfortable in a sun-48 blue blazer and grey flannel. Codependent and former ballerina Anna-Frida Adrienne Khaushog is there to help haggle deals and her husband, former president Ferdinand Marcos, to take the ownership of the buildings Khaushog rides the fury New York subway to the courthouse in an apparently deliberate attempt to soften his estranged former mate. Khaushog had McCain's last week. "We are good material,"

Then, they were forced into exile by the so-called People Power revolution, which made Corazon Aquino the new president.

Imelda Marcos, who went into exile with her husband in Hawaii, is accused of racketeering, embezzlement, bribery and elaborate kick-



Spence and Marcos: charges of elaborate kickbacks

backs to obtain the money and then lay upscale properties. They include addresses on Wall Street and Madison Avenue, estates on Long Island and in Princeton, N.J., and paintings by such masters as Picasso and van Gogh. Bound tightly, Marcos, who is free on \$5 million bail, faces a maximum sentence of 50 years in prison and \$1.2 million in fees. Khaushog, 54, subject to 50 years in jail and a \$600,000 fine, was freed on \$12.8 million bail—but had to

wear an electronic police monitoring device on her left ankle.

Last week, as a drab, fluorescent-lit courtroom, Judge John Keenan, federal attorney Charles LaBellis and the two defense teams scoured 156 notebooks for 12 jurors and six alternates. Marcos, dressed in black mourning clothes and carrying a Gucci handbag, sketched the faces of the prospective jurors, pointed down triva and fingered her rosary.

Called both the Dragon Lady and the Iron Butterfly by her enemies, Marcos held influential government posts in the Philippines, including governor of metro Manila. She is now staying in a rented luxury suite in Manhattan. Warned by her lawyers not to talk to reporters, she made only one comment last week about the jurors who were selected. Speaking in Tagalog, a language common in and around Manila, she said, "They feel for the poor more than the rich."

Even before the trial opened, Spence, the tall, sandy-haired lawyer whose Wyoming ranch appears in Marlboro tobacco advertisements, had begun to cast Marcos as a victim. Openly courting public opinion through the media, which earned him a media rebuke from the judge, Spence said, "There is no more snobbish, fragile person living in the world than a woman who has always been pampered, who was pampered by her husband, dead, living in a foreign land, charged with embezzlement in New York City." Spence argued that Marcos' "well-dressed and well-educated wife" did not know what her husband was doing. "What about Nancy Reagan?" he asked. "Is she supposed to be responsible for the [HIV] occurs after? We've never sought to hold Pat Nixon responsible for Watergate."

Khaushog, meanwhile, did some pretrial publicizing of his own. The Saudi financier portrayed himself as a great entrepreneur who first worked with the Marcoses in the early 1970s but knew no details of their business. Sipping Earl Grey tea with a twat of lemon in the Presidio room of the *Winter-Avenue Hotel*, Khaushog said, "It's like being a broker between two governments who gets his face and on he goes. I don't sell the products." Khaushog was once one of the richest men in the world, but he now claims that his fortune has fallen to \$63 million from more than \$1 billion in 1984. Still, he lives in a \$50-million apartment on Fifth Avenue with a breathtaking view of

Manhattan and a large swimming pool. His personal chaplain, Steven Chauncy, works on him three times a day. Said Chauncy: "I get him to think every mass through his body, over his organs, and his mind is closed." In the mood of New Yorkers, the trial of Marcos and Khaushog promises to be the best show in town for months to come.

HILARY MACKENZIE in New York

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A death in the family

The strange case of F. Kingsley Doody

For seven months, the mysterious death of 81-year-old F. Kingsley Doody has captivated Montrealers. The after-beer-on-a-warm summer evening last August at the city's exclusive Hilaire Town Club during an encounter with an affluent young member of the club. Doody suffered several broken bones. Four weeks later, he died—at least indirectly because of his injuries, according to several doctors. But Montreal police had no charges, and they complained that many potential witnesses had expressed reluctance to say what had happened. The unanswered questions surrounding Doody's death, along with the cast of wealthy and prominent characters involved, led to claims, media speculation and finally a coroner's inquest. Late one night last week in a near-deserted Montreal courthouse, coroner Marc Andre Bourassa concluded that, after even hearing from 30 witnesses describing encounters, he could not determine the exact cause of death that night last August.

Doody, a retired insurance executive suffering the stages of Alzheimer's disease, died at Montreal General Hospital last Oct. 2 following surgery related to the injuries he had suffered at the Hilaire club. On Aug. 31, Doody had dined at the club with a party that included Senator Hartland Nelson, a member of the Montreal bourgeoisie family, and the parents of Prime Minister Brian Mulroney's wife, Mila. Dr. David and Barbara Pringle. Testing showed that later, in the man's locker room, Doody was involved in an exchange with 30-year-old Robert Tétuau, who had discovered Doody urinating on the tennis bag of his brother, André Tétuau, a prominent Montreal stockbroker. Doody was admitted to hospital later that evening, and doctors discovered that he had suffered a broken hip and four broken ribs. The urgent required surgery, which led to infection and, ultimately, Doody's death.

Later, police investigators said that they had not been able to collect enough evidence from members of the tennis club to lay charges. Then, in November, Montreal's chief coroner ordered the inquest, and 30 witnesses testified at five separate hearings over two months. No fewer than 30 doctors testified, and most agreed that Doody's fall at the club, and subsequent surgery, triggered the pneumonia and infection that led to his death. In the end, however, Bourassa heard two conflicting versions of what happened that August evening in the tennis club's locker room.

Throughout the inquest, 84-year-old Penel-

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JUSTICE

ope Doody, the widow of the dead man, listened intently to most of the evidence. She testified that she had attended the dinner party, upon being summoned to the locker room, found her husband clutching his side and "yellowing like murder." But French, the Prince Minister's father-in-law, differed: "Mr. Doody was sitting on a wooden bench, holding no rights," French testified, but he added, "There was no feeling that anything dramatic had happened." For his part, Montreal Lawyer Jules Duchesneau, a partner of Robert Tremblay's law firm in one of the city's leading law firms, testified that he arrived at the locker room to find Doody lying on the floor and unable to get up. Said Duchesneau: "He had a green complexion. He was having difficulty breathing. He was trembling, wobbling."

On the final day of the inquest last week, 19-year-old Hillside bartender Wayne Hamblin testified that he was talking on the telephone at the bar when the phone in the locker room was knocked off the receiver. He said that he overheard a voice that he recognized as Robert Tremblay's, shouting angrily: "What are you doing passing on my daughter's bag?" Hamblin testified that he walked down to the locker room, where he found Doody lying on the floor. Hamblin described Tremblay as being "in a fury." He added that Doody didn't move. He had been "knocked and had a nose bleed."

Surfacing on the same day as the bartender, Robert Tremblay told a different story. The tall, blond, elegantly dressed young man, who works as a financial machine salesman, claimed that he had repeatedly questioned Doody when he noticed him slumped on the floor of the locker room. "I thought he was drunk," Tremblay testified. When Doody did not respond, Tremblay said that he grabbed him by the elbow and pulled him sideways, away from his locker to the tennis court. "He stumbled there or four feet," said Tremblay, "seemed to regain his balance for a time, then started to stumble again and fell against the foot of a bench." Admitting that he was upset, Tremblay denied being狠心. He also denied Hamblin's contention that he had shouted abuse at Doody or that he had called him a " jerk." Tremblay added that he had helped Doody to his feet even though "it was his job to take care of him. He was not my guest."

Under cross-examination, Tremblay also claimed that he had been aware that Doody had suffered any serious injury, testimony that was corroborated later by André Tremblay, the younger Tremblay. "I just thought he had a few too many drinks. Other than that, he looked all right."

The two starkly different accounts of what happened prompted Boulleau to comment during his testimony: "There's actually a question of credibility involved in this case, sir." Boulleau's finding is expected to be revised sometime in May. Until then, the unusual circumstances surrounding the death of F. Kingsley Doody will likely remain a topic of conversation at several levels of Montreal society.

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The grand old game of stealing signs

BY TRENT FRAYNE

As many penalties have done before him, George F. Will, whose firebrand stops just short of heresy, has come out with a shock about baseball. This one is called: *Now it Stinks* and contains a segment on "They La Russa, some of whose dark thoughts appear to be directed against the Toronto Blue Jays."

Towering intellects in the United States rarely settle upon baseball, basketball, boxers, or as many of them call it there, are hockey, tennis, golf or even shapely models as worthy topics for a treatise. But the country is changing with the era of the personal computer who have found baseball an ideal escape valve from their normal weightlessness.

French-born historian Jacques Barzun once noted that "where's where to know the heart and soul of America has better learn baseball." Other literary dynasties who have pondered the subject include Sherwood Anderson, Mark Harris, A. E. Hotchner, H. L. Mencken, Macrae-McCrea, Philip Roth, James Thurber, John Updike and Thomas Wolfe.

Centuries masters of fiction and fact are nowhere near as bold examining the officially rule as the American thinkers who have been unable to stick to nuclear fusion, the real meaning of Zen and the innermost thoughts of Mikhail S. Gorbachev as arrived for their authors, but there have been a few in unlikely places.

Mooney Callahan knows all about the reasonableness of the hot-and-cold play and, back in October of 1985, the unenraged Mariano Alwood had an entire section page as *The Globe and Mail* to himself (apart from a couple of large pictures) for a discourse on the Blue Jays the day after they beat the Red Sox and won the all-star.

"Someone had told me 35 years ago that I'd be paying my attention to baseball stories of any kind, anywhere, in 1985 I'd have reacted with 'sullen disbelief!'" Mr. Alwood confessed. It turned out, though, that she had once played the game. "I stood as a rule on third base where everyone, including me, thought I would do the

America is crawling with the owners of oversized cerebellums who have found baseball an ideal escape valve from weightier ruminations

least harm." Not vintage Otto Gostick stuff, perhaps, but she's out there at the hot corner.

And now it's George F. Will's turn to catch up, in a mystified political colleague who also appears on the national network in times of crisis passing it as through cold, gold-rimmed spectacles in unshakable skepticism, bethinking the unshakable.

He has done an admirable job on La Russa, who, as every barber, taxi driver, university professor and perhaps even an occasional newspaper publisher is aware, is the manager of the Oakland A's, the world champions of the United States and Eastern Canada. Will places such kernels as "It's hot-and-cold" and such three variables as La Russa wants at least two of them in his firebox, and "La Russa believes in taking risks precisely because baseball is all risks, the odds being against almost anything you try," and "It's not correct to sit and wait for come-back hits. We want to establish an A's style of play, a lot of effort and playing with an idea."

And there, warning in his task, La Russa confesses that when a team such as the Blue Jays gets a runner on second base, "they work hard to steal signs and that really irritates them." I stand as a rule on third base where everyone, including me, thought I would do the

signs as part of the grand old game and most penalties now in the inventory (but, apparently, swiping the catcher's signals from second base gifts La Russa, although author Will regrettably doesn't explain why). But he further quotes the manager: "I was a pitcher and I had to deal with all the changes of signs that the other team makes necessary by stealing signs. I would not put up with the exception of my concentration."

La Russa says what he would do is what Roger Clemens, the Red Sox fireballer, did once. "As Clemens came to the stretch, he looked back and saw that the runner at second was going the location of the pitch. He stopped off the mound, walked back there and said to the runner, 'If I ever see that again from you or anybody on your team, I'm going to bury the guy at the plate.' La Russa says the runner gave Clemens some backchat, so Clemens returned to the mound and on the next pitch set the batter upping."

Upon reading this, your agent was soon on the line with Dr. Ronald W. Taylor, the team physician for the Blue Jays, the only medical man on earth who patches baseball practice to Blue Jays injuries. In his youth, Ron pitched to Mickey Mantle and Roger Maris in the World Series of 1964 and to Frank Robinson and Boog Powell in the World Series of 1969 and, after times, Willie Mays. He was a relief pitcher for the St. Louis Cardinals in 1964 and the New York Mets in 1969, worked seven innings in four appearances in those two series, had an earned-run-average of 0.0, showed on his end

fanatic for fire.

"Why would Clemens be upset by a guy stealing signs?" I asked him.

"You got me," he replied. "There was no punishment for my stuff. First pitch a fastball, 3-2 and my sides, nothing. I'm serious about that. I threw five 3-and-2 sliders to Maris one game, of course. Then I threw one a shade outside and walked him."

Speaking of sign-stealing, Ron said that when a player is traded, the team he leaves usually changes its signals as they won't become common knowledge. "When I was with the Mets, we traded Jim Svoboda to the Expos but the manager, Gil Hodges, didn't bother changing our signs. Svoboda could never remember 'em anyway," Gil told us."

No fault will be found here with any area of the La Russa examination. In advocating the designated-batter rule, he says that handling pitchers is rougher in the A's than at the other league, whose adherents boast that the 24th rule eliminates managerial strategy.

"What goes is far from obvious is when to remove pitchers who never need to be removed for pitch hitters," Will writes. In the National League, it's practically rule that if his team is trading back in a game, the manager will pitch-for the pitcher.

Thus an elementary staff for MacLean's readers—old Marlon's readers. Away back in 1985, your agent passed the word that if there is anything alike than seeing a pitcher swing a bat, or he wants to, in the NL, it is watching a manager think. I'll bet even Marlon Alwood is up on that.

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MAINTAIN





FILMS

Big bad movies

Canadian B-films aim low and score high

For a movie based on a script that was written in a single afternoon, there's a surprising amount of action. A sultry high-school ghost named Mary Lou comes from her grave and comes back to haunt her high school. She pinches out a student's heart with four-inch-long fingernails. She puts a guidance counselor under a hair-dryer that spews battery acid. She slams up a science teacher played by ex-horse George Chakiris and turns him into a human horse pit, slathering his body in whipped cream and cherries. Although it is unclear whether she is the villain or heroine, Mary Lou is a bad girl. And *Prom Night III* or *The Last Kiss*, which opens this month across Canada, is a bad movie—aimed at the adolescent appetites for bad taste. Blamed as "a cinematic coming from hell," *Prom Night III* belongs to a nonglorious brand of Canadian film. They are Canadian B-movies, products of a seldom-celebrated but consistently successful branch of the domestic film industry.

They almost never win Gemini awards. They feature no-name stars. And most of them play for just a short time in theaters before finding a



Prom Night III scene; Ruben (standing below) in *Blood Bathlines*; successful!

spot on home-video racks. But, unlike many Canadian films, they are produced without public money. Even more unusual, they tend to make a profit. Throughout the film industry, they are known, euphemistically, as "garage movies." The line police turn is cliché.

A marketable B-movie is a truly international product that slices through differences in language, culture and taste. The Toronto-based B-Entertainment Corp., one of Canada's most prolific producers of feature films, has 10 B-movies due for release this year. And the company's marketing director thinks to date, it is in this 30 countries. "A lot of film can be knocked out on a regular basis," said Ted Cappe, one of B's two owners. "It has to have a type of market appeal that translates internationally. Action adventure goes everywhere. Horror travels very well. Light comedy doesn't." Adds Peter Simpson, the Toronto-based president of Monster Entertainment Inc.

"A guy with 18-inch biceps runs and runs and runs up the village"—now that's universal.

Simpson produced *Prom Night III*, the third in a series of Canadian-made high school-themed movies. Jessie Lee Curtis launched her career in Simpson's original *Prom Night* (1991). It grossed more than \$22 million at the North American box office, and BIC bought the TV rights for \$4 million. *Wet Hot American Movie* (1996)—in which the title character, a murdered priest, comes back from the dead to seek vengeance—is less successful in theaters. But Simpson says that he is encouraged by early reactions to the new sequel. At the American Film Market in Los Angeles

earlier this year, he made more than \$1 million to foreign sales. "There were over 100 people offering lots of money for it," he said. "They laughed their heads off."

In an interview at his Toronto office, the portly Simpson wore an open-collared shirt and a pair of Mac jams held up by suspenders. Painted prominently on the wall behind his desk were portraits of him with Prime Minister Brian Mulroney and Communications Minister Marjorie Mulroney. As well as producing such films as *Prom Night*, Simpson is the chairman of Media Canada, the private agency that places advertisements in the media for the federal government.

His language readily stated what explains. Simpson was critical of the government's film funding agency, Telefilm Canada, which tends not to fund B-movies. Telefilm's official mandate says that movies depicting "incestuous violence and sexual violence" are ineligible for government funding. But Simpson claimed that the agency uses a double standard. The *Wet Hot* budgeted \$600,000 in 1996, a Quebec movie that was 13 hours, open with a homoeopathic tape scene at a man's prison. "Because the French are so isolated and worried about their language, they can do whatever they f---ing want in their movies," he said, and Telefilm just says, "Where do we send the cheque? But if I try to do it in English Canada, they'll say we're deteriorated." Yet, Simpson clearly understands the difference between art and exploitation. "If you open up Telefilm to more commercial pictures," he noted, "and someone wants to make *Scorched Heart*, then where do you draw the line?"

Telefilm has, in fact, helped Simpson on six more recent films, including the recent *Cold Comfort*, a sturdy come-down about a Prairie maid who sells a travelling galvanic machine as a present for her daughter. Although later compensated for five *Proms*, *Cold Comfort* got a frosty reception at the box office. And Simpson wonders what has happened to the audience for art movies. "Where has the f---ing liberal-minded and intelligent going?" he asked. "I want these back—and I want their money."

With a few exceptions, movie critics in Quebec, producers of movie series, Canadian movies are still struggling to capture an audience. B-movies, on the other hand, enjoy relatively easy sales on the international market. Distributors depend on them for regular earnings. B-movies don't. Canadian actor Jim Ruben, 32, argues that "nearly all the Canadian films I've done are B-movies." Ruben participated in a movie that performed last year in Brazil. "I feel I'm still here," he says, "because I can't do it." He's not alone on this conviction; it's always such a frantic schedule, he said. "There is never enough money, and there are no reasonable technical problems. You can spend hours putting on a fake neck and having it cut." In *Blood Bathlines*, Ruben even gets to play a sex scene with a naked, young actress, a rare screen opportunity for a 49-year-old actor.

There is an insatiable demand in B-movies for young women who undergo or die the violent—or both. Zhou Lin, who grew up at Trans, W.S., has proven herself in seasons past, including last fall's *Zone and Hell*, the one

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details about the Cola Thatcher murder case in which she played Thatcher's mistress. But Zorn says that she has also acted as a more Canadian B-movie than she cares to remember. "Dead bodies are my forte," she said. "I've had my share, let me tell you."

Zorn revealed that, next to death of B-movies, she went to England in 1988 for two years of stage work. "I really got fed up with being labelled 'a'." Her roles often required nudity, "but nudity doesn't bother me except when you add the violence," she said. In a B-flick called *Visiting Hours* a character rigs her shirt off and threatens her with a knife. The director wanted to show her breasts, but Zorn revealed men have to put up to her face around."

"Women always the woman who loves her breasts and gets the info—what's between them?" she asked.

Sexual violence is an integral part of the B-movie business. A poster for an upcoming release by SC Entertainment, *A.K. Art Killer*, shows a paint-splattered naked blonde lying dead against a gold picture frame—she moves it about a strangler who hangs his victim in webs of sex. Asked about the moral implications, SC producer Noemi Stolida shrugged and said, "My distributor in Spain doesn't even know what women names."

The founding partners of SC, Stolida and Zorn, have shot out a dozen features in the past four years. Most of their movies are shock, with one notable exception. *After One* (1988), a gritty drama based on the true story of a mass murderer, shot high profile but failed to catch on.

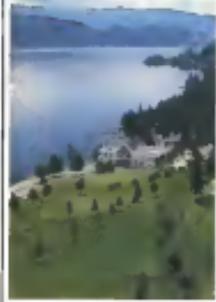
But the film was abruptly distributed and passed unnoticed.

SC is notorious for its shoot from the hip, no-frippery style—after filming starts, before financing is in place. In fact, *After One* feature was a sublimely dreadful house movie called *The First Chiquita*, starring Sylvester Stallone's brother, Frank, making his screen debut. The aviators wanted a movie they could recognize, recalled Zorn. "So we said, 'Let's give them a *Stalhouse*!'" Now SC explores real action, its budget to have exploded to \$6 million a movie, and it has built up a network of buyers from Brazil to Britain. The company's offices and studio sprawl through a haphazardly renovated former factory. But Stolida, 34, and Zorn, 37, still sit behind living desks, as they did in their first office nine years ago, at a room above a pharmacy owned by Zorn's father.

They say that they may soon move their base to Los Angeles. "We're frustrating working at this town," said Stolida. "Who do you make deals with? Who do you have lunch

with? In L.A., you never run out of people to have lunch with." Zorn added that Teledia has refused SC's appeals for financial assistance. "Teledia has created an artificial industry," she said. "If there is no way for a viable company like ours to turn to Teledia for business support, then there is something wrong with its policies."

Bill House, operations director of Teledia's Toronto office, said that the agency has declined funding to SC films "specifically because of the sex and violence." House maintained that exploration grants do not need or deserve public support. He added, "SC is part of an industry that exists all over the world and has nothing to



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Scene from *A.K. Art Killer*: blending horror, sex

and with anyone's cultural priorities?" But House acknowledged that some genuine artists have won out in the end. Many film-makers develop their craft on the sets of low-budget movies. And Toronto director David Cronenberg used the basement laboratory to create his own form of art. Cronenberg went on to direct *Dead Ringers* (1988), one of the most acclaimed Canadian movies ever made. His plot sounds like that of a Hammer film: a genitally warped lover, fake drugs and constant suicide. But it is, in fact, an original tragedy.

Dead Ringers, however, is unapologetically trash. The characters are shallow, the gore is gory, and the script is clumsy. Like any good B-movie, it is a bumpy carnal ride into the dark—a trail of blood in a deathbed. And despite the subtitle, *The Last Embrace*, as long as there is an audience looking for a hollow laugh and a cheap shriek, Mary Len's grave will be open for business.

They say that they may soon move their base to Los Angeles. "We're frustrating working at this town," said Stolida. "Who do you make deals with? Who do you have lunch

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By Barry W. Williams

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BOOKS

Exile to the minors

Paul Quarrington's new hero is a failed goalie

LOGAN IN OVERTIME
By Paul Quarrington
(Doubleday, 218 pages, \$14.95)

At 36, Paul Quarrington already occupies a secure spot in the library of Canadian writers with an ever-expanding shelfful of witty, idiosyncratic novels. They include *King Lear*, which won the 1985 Lannan Award for Humour and *Whale Music*, the 1989 Governor General's Literary Award winner for English fiction. Quarrington's world consists of leviable, small-town do-gooders whose weaknesses of the flesh are often balanced by a generosity of spirit that is the source of both their humanity and their salvation. But *Logan in Overtime*, the author's newest novel in almost as many years, will disappoint his fans. Slapdash and choppy, it is a slow read for a short book.

In here, Logan is a washed-up boxer and womenizer whose main claim to fame is having had six years of service as an MIA guide. But a hole in his chest, "the size of a shocko pack" and weakly, "unhappily" leaves him relegated to the Falconbridge Falcons of the obscure, far-flung Ontario Professional Hockey League. For Logan, there is only one life worse than that, and it is not death—it is being traded to the South Goose Billes, the league's perennial cellar-dwellers. All depends on his performance during a crucial game that ends in a scoreless tie and goes into sudden-death overtime that continues over several days.

On that slender premise—in shaky as Logan's bones—Quarrington tries to sustain a novel made of what a short story is struggling to tell him. He populates the book with his usual manic cast of secondary characters—an eccentric Indian medicine man, a voluptuous television weather reporter—and bizarre asides, but the result is an unconvincing mix of humor and sentiment laced with some extraterrestrial mystery.

Despite its recent publication, the novel was in fact written before both *Whale Music* and *King Lear*. Given its unevenness, that does not seem surprising. Quarrington is an inventive and prolific writer whose talents are ill-defined. His latest effort, however, is strictly minor league.

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JUSTICE

A war on drunk driving

The P.E.I. crackdown is a major success

After his third impaired-driving conviction, in 1986, 20-year-old Gerard Wood of Charlottetown had to earn the right to drive again. Wood, now a second-year psychology student at the University of Prince Edward Island, spent three weeks at a provincial alcoholism treatment centre and then took part in a six-month follow-up program. Mandatory alcoholism treatment is just one part of a co-ordinated program by police, judges and concerned citizens of the Island to reduce drunk driving. The crackdown also includes mandatory jail sentences even for first offenders. Since the program began in 1985, almost 4,000 people, including lawyers, teachers and even a woman who eighth month of pregnancy, have served time. And statistics show that the program has been working.

The success of the Island's harsh approach is evident from figures collected by the Ottawa-based Canadian Centre for Justice Statistics. The number of people charged with impaired driving in the province fell by 26 per cent between 1984 and 1986, to 306 from 1,208. By comparison, the total number of such charges laid in Canada declined by only 13 per cent during the same period, to 221,387 from 243,106. The province's crackdown also involves high-profile public-awareness campaigns, spearheaded by Mothers Against Drunk Drivers (MADD) and Students Against Drunk Driving (SADD). Ted S. Devil, Halifax supervisor of the Island's 4,000 traffic officers, "These results have certainly given us a lift."

Among the 188,000 residents of Canada's smallest province, alcohol-related traffic accidents and tragedies have left a lasting impression. Critics argue in the campaign against impaired driving frequently cite the 1974 death of Charlottetown Festival star actress-musician Christine Chandler, who was killed by a drunk driver in another car after a performance at the Confederation Centre of the Arts.

First offenders receive two, three or four days in jail depending on their level of impairment. On top of that, they are fined \$900 and must pay a \$100 surcharge, which goes to a support group for victims of drunk driving. Police and provincial court judges have received considerable support from MADD and SADD, who have tried to focus public attention on the problem of impaired driving. There is a chapter of SADD in each of the Island's 13 secondary schools with a total membership of about 800. Robert Barry, a 16-year-old Grade 12 student who is promised president of SADD, said that the organization has borrowed severely damaged cars from wrecking companies and displayed them temporarily in front of their schools.

changing public attitudes," said Kent Brown, a lawyer who has appeared several drunk-driving and assault cases on behalf of clients. But many Islanders say that the crackdown has improved driving has made a major impact on their lives. Wood, a former hospital orderly, says that he has been to alcoholics anonymous treatment program. He added, "Going into treatment was the best thing that ever happened to me." And, clearly the success of the get-tough programs also one of the best things to happen to his province.

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TELEVISION

Prime-time perversity

David Lynch brings his dark vision to TV

TWIN PEAKS
(ABC/Global, Sunday, 9 p.m.)

In bringing sheer perversity to the screen, New Americans don't have achieved the notoriety of David Lynch. In his first feature film, the surreal *Diamond Dogs* (1977), chihuahuas on plates at a dinner table drop their wings and attack people at the table. In his next, the tenth-degree hot, Blue Velvet (1986), a cowboy played by Dennis Hopper goes abso-bloody-through an arachno-cave while trying to achieve orgasm. Now, incomparable in its way, Lynch is about to extend his dark visionization on network television. The 44-year-old fire-ender has written and directed *Twin Peaks*, a drama series that is being launched with a two-hour pilot on ABC and Global on April 8. Seven weekly one-hour episodes will follow.

In prime time ready for David Lynch? Only the ratings will tell. But if the pilot is any indication, Lynch is already ready for prime time. Although he has kept the sex and violence well within TV's taste patterns, Lynch has not compromised the seductive strangeness of his vision. In *Twin Peaks*, the pilot and the perverse find common ground. The result is compelling, cocoon-like fiction—and nothing anything ever produced for Americans TV.

Part murder mystery, part surreal soap opera, the series is set in a fictional Pacific Northwest town called Twin Peaks. The story begins with the discovery of a girl's corpse, and ends in the closure of a lake near the town's outer edge. A popular high-school student has been murdered, setting off a chain of events that will change Twin Peaks forever.

The series' sheriff, Harry Truman (Michael Ontkean), and his friend Dale Cooper (Kyle MacLachlan), can't seem to solve the case. And, as they investigate, the plot moves on to elaborate sexual relationships among the town's

Two Peaks has more mileage than Peyton Place. Everyone, it seems, has something to hide. The murder victim's husband is secretly involved with a waitress who lives with a jinxsucker trucker. The victim's dead friend shares a dark secret with a sensitive biker who is desperate for an ally. The victim's psychiatrist goes strangely when he asks the police if he can take a look at the corpse. Meanwhile, a



Cheri, Outkast finding a corpse shrouded in plastic

orphanous Asian beauty (Joan Chen)—a widow who owns the town's laundry, several—heavens in the background. And two of the town's prominent businessmen, including the dead girl's father, are conspiring to take over the town.

Lynch clearly needs in running the chills of small town soap opera. Although *Twin Peaks* is a contemporary story, it seems frozen in time. It's setting evokes the 1950s, the decade when America, on the surface, seemed innocent and prosperous. The horror of the corner spreads like a dark stain through the community, reverberating layers of decent. Characters exchange secrets in places with names like the Roadhouse Diner and Big Ed's Gas Bar. There is a squeaky-voiced, semi-Mayan operator who lives in a floating. And the town's residents—most of whom are right-out of a James Dean movie.

But the most obvious *Twin Peaks* is Dale, the snarling FBI agent. A variation on the amateur sleuth that MacLachlan portrayed in Lynch's *Blue Velvet*, he could be one of the Hardy Boys. There is a virtual road map of class for Dale to

follow. Consequently, the murder victim has left behind a locked diary, a home videotape of a secret encounter, half a broken necklace and a key to a safety-deposit box. There is even a clue hidden under the corpse's finger nail.

Lynch dances with the faintness touch of a morose in love with his work. The dominant tone of *Twin Peaks* is eerie. The cameras linger on blearing images, while an ominous sound track—featuring a synthesizer siling on the same few minor chords—maintains a hypnotic consonance. But Lynch keeps undercutting the mood with sardonic humor. Speaking into a pocket tape recorder, the FBI agent reports on moist noses and forest mystery. A police photographer breaks down and weeps as he takes pictures of the corpse. "Is that going to happen every damn time?" the sheriff asks.

The prime descriptor of Lynch's work lies not in the macabre, which is indeed bizarre, but in the way he has made the normal seem strange. *Twin Peaks* begins. Near the end of the *Twin Peaks* pilot, which takes place all in one day, the sheriff and the FBI man return to a conference room to find four dozen doughnuts tied in piles of two on the table and arranged according to type. They have been provided by the sheriff's assistant. But the scene was inspired by Lynch's personal habits. He admits to an obsession with doughnuts, especially chocolate doughnuts with chocolate icing. His eating habits, in fact, are legendary. For seven years, he ate lunch every day at a Los Angeles fast-food restaurant called Bob's Big Boy. Fedded by chocolate shakes and cream-filled cups of coffee, he scribbled scripts on napkins.

Although Lynch works on *Elm's* outer limits, he seems accurately well-located for the last-modest medium of television. His style is unique yet televisionable. Adapting to TV's natural shooting schedule, he has integrated a minimalist approach into his work, as in the glowing, reverberant light in a scene at the exotic Mexican restaurant. His characters have given Lynch an extraordinary amount of creative freedom. "What wild done was so foreign to their experience," said Mark Frost, Lynch's partner, "that they couldn't perceive how to tell us to do it any better or say different."

While the style of *Twin Peaks* is innovative, the program is a glop on a terrace in TV's most traditional and addictive form of drama—soap opera. In the pilot episode, which has the pace of a slowdown, Lynch takes his time setting the book. But once he does, it sinks deep. At the end of the two hours, there are questions begging for answers. What strange things had the dead girl done? Who killed her? Why the plastic wrap? Why the doughnuts? What will David Lynch think of next? Stay tuned.

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Women in Moscow: most hold jobs and log another 40 hours each week at home

BOOKS

Gender cold war

Soviet women are too taxed to relate to men

SOVIET WOMEN: WALKING THE TIGHTROPS
by Françoise du Plessis Gray
(London: SCM, 223 pages)

In her riveting portrait of Soviet women, Françoise du Plessis Gray combines loving knowledge of her subject—she was raised in Paris by Russian women—and an American novelist's gift for the art of report and the art of narration. In *Soviet Women Walking the Tightrope*, a candid depiction of post-Planetary life—superwomen of a sort never imagined by Western feminists. To begin with, feminism does not exist in the Soviet Union (although high fashion does). In its place is a strong patriarchal gender expressed by the Russian proverb "Women can do everything, men can do the rest."

According to du Plessis Gray, since the Bolshevik Revolution of 1917, women have done everything: 95 per cent of women work jobs also logging 40 extra hours every week shopping, cooking and single-handedly raising their children. Most husbands do very little around the house. Soviet grandmothers do not stay at home and babysit, they work as doctors or clean office buildings. Babysitting is made more difficult by the scarcity of crannies and long leave, and women are anxious and exhausted by their overbearing.

du Plessis Gray's descriptions illustrate how the state engineers an essentially life-free—indeed "sterilized"—woman by producers—

to swell the labor force—but ignores their role as reproducers and domestic slaves. The result is a chasm between the sexes that divides the Western gender gap in like a boomer's quip.

When du Plessis Gray visits a group of women who do not share the same understanding, there was derision, backbiting all around. "He takes out the dog . . . I am not [Much] interested." He takes us with the car ("Faster, faster"). du Plessis Gray was amazed by the attitude women displayed towards Soviet men: a hearty acceptance that she writes, "might make the most committed American feminist uncomfortable."

Everything, she writes, du Plessis Gray says, women complained about the passivity and banality of their men, while taping over the "gallery" of American males. Two complaints were framed with condescension:

"One Soviet reader described her husband as 35 years as "charmingly adorable." Slightly uplifted at this reverse sexism, the author concluded that the Soviet Union might be as much in need of a men's movement as a women's movement.

The context that women exceed even their little domestic kingdom, epitomizes at the close of the maternal ward, however. For a country that prides itself on technological prowess, the Soviet Union is tragically backward in the arts of gynecology and obstetrics, du Plessis Gray reports. Sex education is almost unknown, and one woman reported that she was engineered as essentially life-free—indeed "sterilized"—when she produced

forms of birth control. A gynecologist estimated that, there are five to eight abortions for every birth, and that as many as 36 women per 1,000 were still married.

It is hardly surprising that women turn to more frivolous authors, such as *Feminist*. Françoise Gray reports that Soviet women of every level, from philosophers to factory workers, are obsessed with dressing well, spending hours in search of extraneous *Dear Blouses*. Still, du Plessis Gray accepts that femininity with surface, or as otherwise. Male restoration, fashion offers women a lot of color and a sense of self-worth.

For men, self-worth more problematic in a country where they have traditionally been excluded from both domestic and political power. Indeed, du Plessis Gray describes considerable space to the side and gaily husbands trying not to get in the way of their all-to-capable wives. Men are an owing species in the book. Du Plessis Gray concludes that the matrilineal, that style of Russian folk art, is a fitting symbol of Soviet women: a set of carved female figures, needed one aside the other—"pantheagogic female" reproducing themselves generation after generation.

The spectacle of conception without sexual capacity is immensely poignant. Du Plessis Gray describes a country of women whose great strength is still a form of martyrdom, who are left with little time or energy for political vision—or even love.

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- 3 Quicksilver, Peter (2)
- 4 The Evening News, Melly (6)
- 5 McConnell's Penitentiary, Bob (6)
- 6 Silence Shatters Lives Hard, Askin (6)
- 7 Winkfield, Preston (6)
- 8 Child Run in January, Wright (9)
- 9 Signs of Sheerness, Steele (5)
- 10 Putting Will, Steele (5)

INJECTION

- 1 Towards a Society, edited by Assembly and Zedlitz (6)
- 2 Megatrends 2000, Thomas and Robinson (2)
- 3 Business at the Gates, Bernick and Bernick (1)
- 4 The 100 Best Companies to Work for in Canada, Giese, Lysa and Morris (6)
- 5 Men of Award, Giese
- 6 Get a Bear, Giese (2)
- 7 The Emperor's New Mind, Penrose (2)
- 8 Secrets About Men Every Woman Should Know, Dr. Argosy (2)
- 9 My Father's Heart, Milner (2)
- 10 Wonderful Will, Steele (2)

Compiled by Bruce Beckwith



A son's progress to Dad's comforts

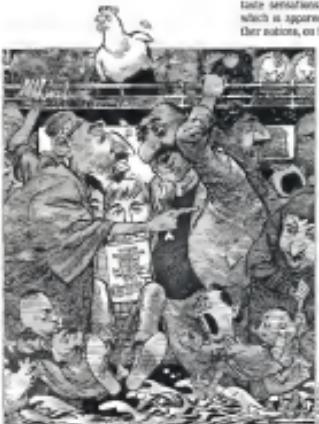
BY ALLAN FOTHERINGHAM

THE father I know, as a lad, was fascinated with Richard Halliburton and his derring-do. Halliburton was an American explorer and writer who dashed south with his dashing adventures. In 1922, he made an expedition to mysterious Tibet. He traced on foot Corinth's route in the conquest of Mexico. He travelled around the world in his own plane in 1931-1932. He traced the route of the first Consul and the travels of Alexander the Great in the conquest of Asia. He followed the trail of Hannibal from Carthage to Italy. He crossed the locks of the Panama Canal. When this father was young, he wanted to be Richard Halliburton—who was last at a typhoon while trying to sail in a Chinese junk from Hong Kong to San Francisco in 1939.

While Halliburton was a voyeur, Cecil Rhodes was a doer. The old colonial lolly had built all the dominions around Kimberley in what is now South Africa. Before he was 34, he personally recruited an army, won 96 per cent of the world's diamond supplies, and Rhodes Schatzkamp of course still bears his name and Rhodes used to. He had a grand vision of "a map free" (i.e., freed from Cape to Cairo). He set out to build the Cape-to-Cairo railway, which didn't quite make it. Cecil being busy with the Boer War among other things.

So, father has this son. Son, with his annual kick, wins at a dice game at a dance an Air Canada ticket that can take him as far as Athens. Father and son hatch this idea. While father goes to Cape Town to free Nelson Mandela and then head south, son will go to Cairo and head south. They will attempt to do what Cecil Rhodes failed to do: link the Cape and Cairo.

Son arrives in the caress of democracy and immediately takes up the Acropolis to view the Parthenon. It is covered with graffiti from a Japanese construction crew. Father, at the rally celebrating Mandela's release, suffers to be a reporter again, ratios in which only bats and rioters' bated breath. Father dis-



volves to go back immediately to being a thumb-sucking columnist in an office.

Son finds a Greek who wants to sail across the Mediterranean in a small boat. They need a third body to help in manning the 24-hour watch and find a young Tokyo lawyer who toutes as his sailing skills. Once afloat, it turns out he has never been on water before. He throws up steadily for four days. When they reach Egypt, he has lost 11 lbs.

Father, with the aid of a smile car, marches to the top of Table Mountain. It is 3,282 miles west to Rio de Janeiro, 7,887 miles to Montreal, 6,009 miles north to London, 6,829 south to Sydney, and 8,044 to Beijing. The memorial to Cecil Rhodes overlooks the University of Cape Town, whose students now use it as a trysting spot. It faces north, to Cairo.

There is a communication problem on the Dark Continent. Because of the political situation, African states allow no telephone links

with boycotted South Africa. Son cannot find father. Father has an idea where son is. Son phones a lady in Vancouver who phones father in South Africa, at considerable cost to the treasury. It is a shifty source of information, only son steps up from jungle drums.

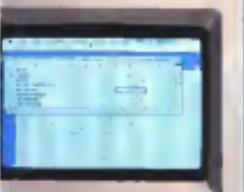
Son, travelling on the Nilt, reaches the folded arms of Luxor and finds the inevitable taste sensations of eating deepfried pigeons, which is apparently short on carbohydrates. Father nations, on the way to Cape Town airport, an overpass decorated with new spray-painted graffiti PREPARE AND PLAN NOW—TO GOVERNS.

Son is 36 hours on an Egyptian train, in third class, with chickens and the lot. Some of the passengers are sleeping in the luggage racks. Unfortunately, the chickens with whom are anxious. And doing what chickens do. Son sighs after 36 hours, has his fill of delightful chicken droppings. Character-building. It's good for a son. Father, meanwhile, has made it north to Zimbabwe, riding Cecil's railway all the way to the hardship surroundings of the Victoria Falls.

With the Victorian telephone exchange now the hub (and profit center) of the world, it is determined that Nairobi or Kenya shall be the residence. Son, on arrival to be taxed \$3.50-a-night, hoots, feels it only proper to get spruced up to meet father—and a hotel with the first hot shower in months. A laundress would be wise. "We have a little problem here," says the lady bather. Dandified? "No, love." It costs \$0.30 cents for the towels, \$50 for the luggage van.

And so, as the sun sets over yet another country that used to be British red on the map, son looks longingly at father's modern hot shower, the pot at the end of the rainbow. But he can't touch it, since the deodorizing powder must do its business work for two days. It's character-building. I tell you.

Father and son, the one longing south on short shot leather and street smarts, the other struggling north on an expensive account, meet in the middle of Africa, right on the equator. Father meets son. Stanley finds Livingston. Rest easy, Cecil Rhodes. You have finally done Cape to Cairo.



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